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# Princeton Market Area Profile

**A RETAIL AND SERVICE MARKET ANALYSIS OF THE PRINCETON AREA**

Authored by Liz Templin and Ryan Pesch



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## A RETAIL AND SERVICE MARKET ANALYSIS OF THE PRINCETON AREA

**June 2016**

Authored by Liz Templin and Ryan Pesch, Extension Educators, Center for Community Vitality

**Editor:** Elyse Paxton, Center for Community Vitality

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## INTRODUCTION

University of Minnesota Extension created the Market Area Profile (MAP) program to assist Minnesota communities in developing their retail and service sectors. The purpose of this report is to provide existing businesses, potential businesses, and economic development organizations with information that will help their individual market and business strategies.

Extension staff created this report through secondary data and an analysis compiled through Business Analyst, a Geographic Information System (GIS) software program from Esri ([www.Esri.com](http://www.Esri.com)), along with the U.S. Census. Esri synthesizes national market research data every year from almost 26,000 adult consumers through in-home, face-to-face interviews about their media choices, demographics, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories. Since the major customer for these data are national brands, information is not collected for independent business categories, such as antique stores, attorneys, dental offices, etc. For more information about Esri and the survey data, see Appendix A.

## GEOGRAPHIC AREA FOR ANALYSIS

Extension generated all reports and analysis for this report based on the 7-mile boundary around Princeton, including the trade area gap analysis, business mix analysis, market profile demographics, commuting patterns, and tapestry segmentation (Figure 1). This area was selected as the primary convenience shopping area for residents in the immediate vicinity. **The city of Princeton is defined as this 7-mile radius throughout the report.**

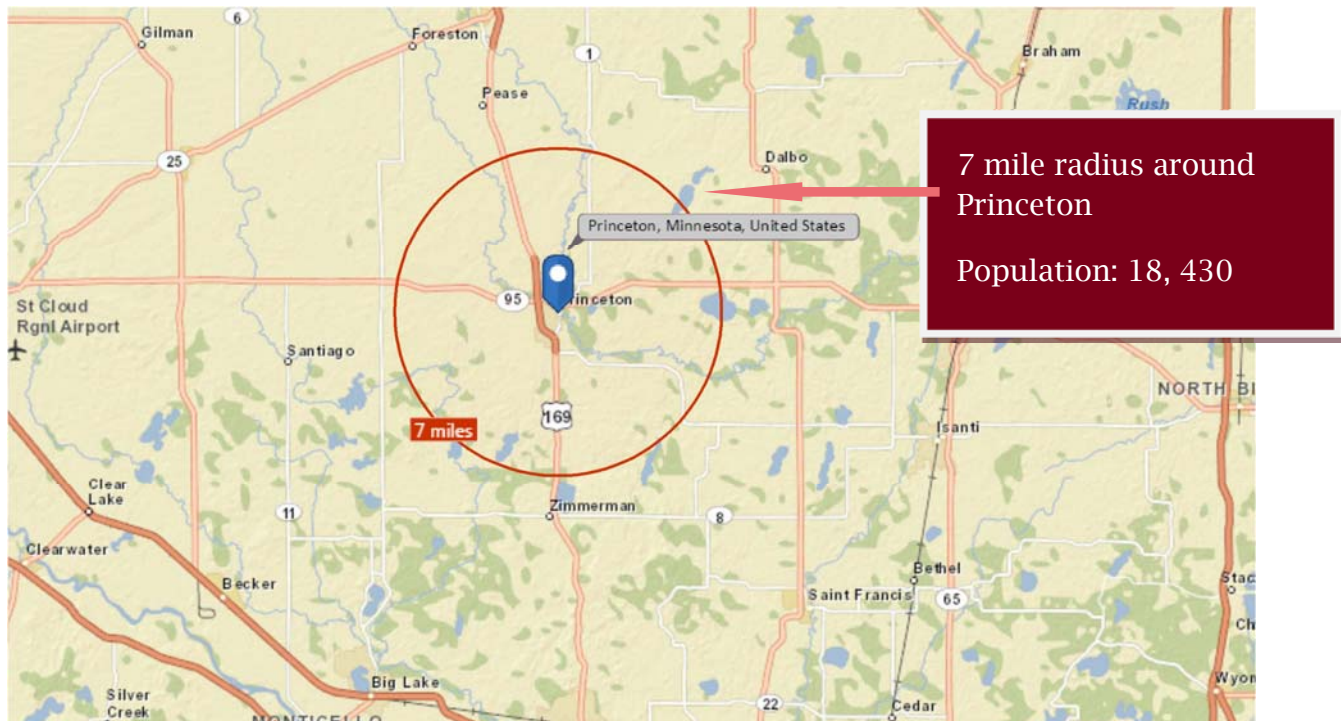


Figure 1: Area used for analysis (7-mile radius from center of Princeton).

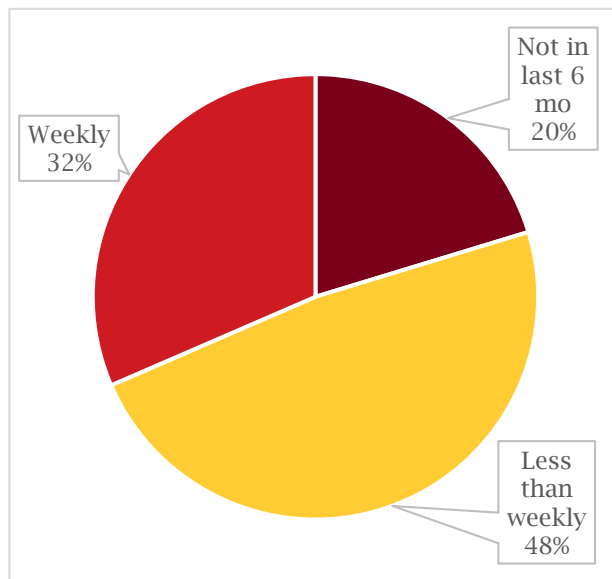
## POTENTIAL BUSINESS OPPORTUNITIES

After reviewing the demographics, retail trade gap, and Esri Tapestry LifeStyle profile of Princeton, the study group added their own knowledge of the community to identify the following perceived retail opportunities: a family restaurant, a deli, a gas station, a spa, a musical instruments store, a hobby, toy, and game store, a handmade leather goods store, a beauty supply store, and a natural, organic dry cleaners.

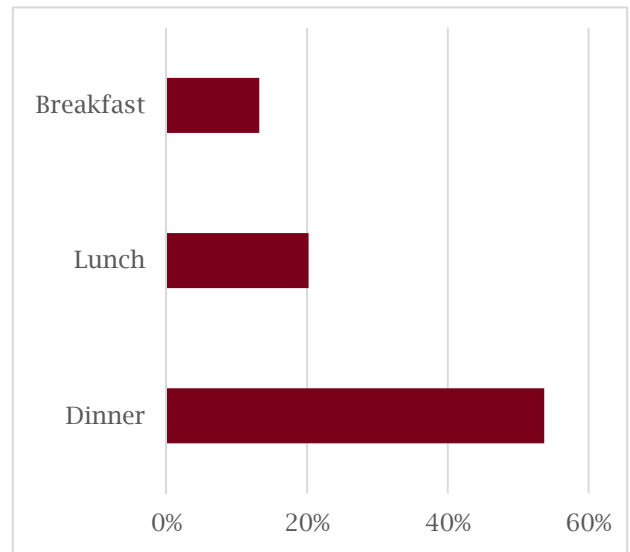
Using extensive databases, Esri measures the relative likelihood of adults in a specified trade area to purchase various products and services based on the local demographic composition. The authors added data from Esri, where available, to information provided by the study group.

### Family Restaurant

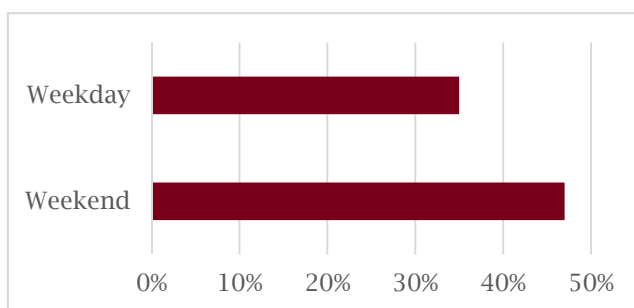
The Trade Area Gap Analysis shows Princeton has the potential to support 15.2 full-service restaurants, but only 11 currently exist. The retail committee also noted a lack of evening family dining options other than fast food restaurants. Based on the lifestyle modes calculated by Esri, nearly a third of Princeton area residents frequent a family restaurant at least weekly (Figure 2). About half of the meals in family restaurants are dinner (Figure 3).



**Figure 2: Family Dining Frequency Past Six Months (Source: Esri)**



**Figure 3: Family Dining Meals Past Six Months (Source: Esri)**



**Figure 4: Family Dining Days of the Week Past Six Months (Source: Esri)**

The committee noted successful current family dining restaurants in town are open for breakfast and lunch, and they wondered about the barriers these or other family restaurants faced being open for dinner.



Recruiting a family restaurant is a common desire of city residents. Anecdotal evidence from other cities suggests restaurateurs experience weekend sales but limited sales on weekday nights. According to Esri’s analysis of Princeton lifestyles, dining would be heavier on weekends than weekdays (Figure 4).

**Deli**

Walmart customers have requested a service deli with freshly sliced meat, cheeses, and snack items. While the store does lease areas to other establishments, its current footprint is too small to accommodate all requests. If the store expanded in the future, however, a deli is possible.

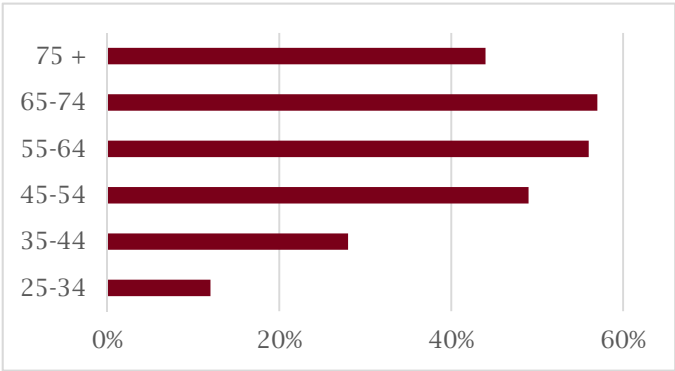
**Gas Station**

The study committee reported that Long Siding Bar & Grill receives questions nearly every week about where to buy gas. They tell customers to either drive another 10 miles north or return to Princeton. The two existing gas stations, Marathon & BP, are on the west side of 169, making it difficult to access. Those on the east side of the highway are too far into town for travelers to see them. It would be ideal, then, to have a station on the east side of 169, north of Princeton, to encourage people to exit the highway and, perhaps, visit the city.

**Spa**

Spas, in this Trade Area Gap Analysis, are included in “Other personal care services,” along with a variety of other businesses, including tattooing and piercing. Princeton has a demand for nine personal care services businesses, but only has a current supply of seven.

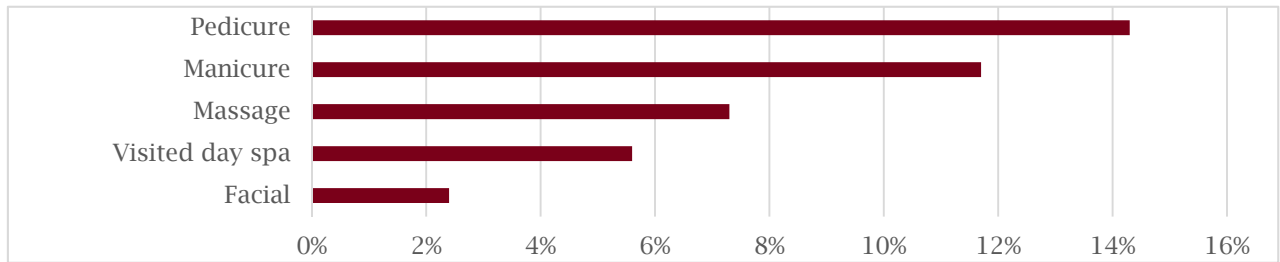
Princeton has several locations that offer massages in combination with other services, such as hair care. But residents who want a high-end spa experience must drive an hour away, and both traffic and weather conditions can eliminate the goal of relaxing at a spa. The retail committee and several local demographics, however, suggest there may be a market for a high-end spa in Princeton.



Eighteen percent of the Princeton population are millennials (ages 18-36), who value and are willing to spend money on experiences. Between a quarter and a half of households headed by persons over age 35 have a net worth more than \$250,000 (Figure 5).

**Figure 5: Net Worth Over \$250,000 by Age of Head of Household (Source: Esri)**

Of the spa-related services measured by Esri, pedicures were the most purchased service (Figure 6). Note that services are not mutually exclusive (e.g., a customer could have purchased all services during a single visit).



**Figure 6: Services Purchased During Past Six Months (Source: Esri)**

Princeton also has a cluster of businesses that cater to a unique shopping experience for women, making them a tourist destination. A spa has the potential to be an additional reason for customers to visit the community.

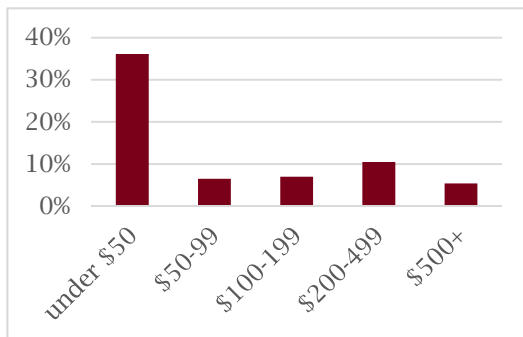
### Musical Instruments

The committee observed that students must travel out of town to purchase their musical instruments. A staff member at the school suggested there may be a local market to support this type of business. Providing lessons to students may also be a valued added service, in addition to instrument sales.

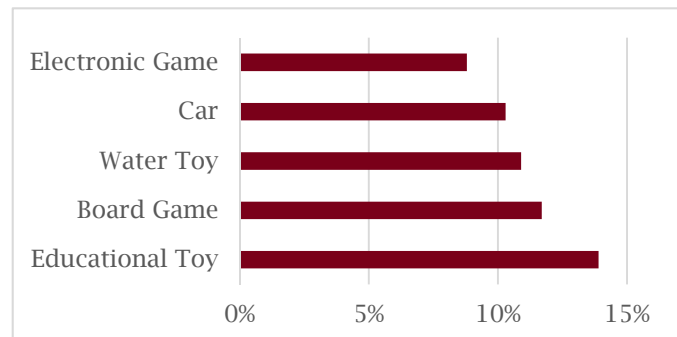
### Hobby, Toy, & Game Store

The study committee recommended a hobby, toy, and game store to sell items like doll houses, trains, and collectables (similar to HobbyTown).

Esri's Lifestyle Profile analysis includes information about children's toy purchases (Figures 7 and 8), but no data is available on radio controlled toys, models, or train sets.



**Figure 7: Spending on Children's Toys & Games Past 12 Months (Source: Esri)**



**Figure 8: Top 5 Children's Toys Purchased Past 12 Months (Source: Esri)**

### Handmade Leather Goods

Retailers on the committee reported receiving requests for handmade leather items (e.g., clothing, accessories). They are aware of a leather artisan who has a shop at Jan's Cut Your Own Christmas Tree Farm.

### **Beauty Supply Store**

A lower-cost beauty supply store (such as Sally's in St. Cloud) is a possibility, but the study committee realized that four stores in Princeton already carry budget beauty supplies.

### **Natural, Organic Dry Cleaner**

The study committee expressed interest in having a drop-off location in town for the natural, organic dry cleaner located in Elk River. With allergies a concern among residents, this may be a desirable option.



# Trade Area Gap Analysis

Princeton



This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 40,135,898	1.5	3	-1.5
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 4,712,915	7.4	6	1.4
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 1,136,379	0.5	-	0.5
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 2,846,042	2.7	2	0.7
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 4,383,017	5.6	6	-0.4
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 3,465,075	2.7	2	0.7
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 3,032,649	3.9	7	-3.1
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 5,037,468	3.5	1	2.5
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 1,199,079	1.2	1	0.2
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 232,832	0.2	-	0.2
44411000	Home centers	\$ 447	\$ 14,117,083	\$ 7,875,655	0.6	1	-0.4
44412000	Paint & wallpaper stores	\$ 34	\$ 1,024,804	\$ 593,489	0.6	-	0.6
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 1,199,842	1.3	3	-1.7
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 6,917,078	3.4	8	-4.6
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 2,166,405	1.9	3	-1.1
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 28,704,837	8.0	3	5.0
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 1,092,046	4.2	5	-0.8
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 2,235,916	2.5	4	-1.5
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 11,806,451	2.8	2	0.8
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 687,221	5.9	2	3.9
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 481,517	0.9	1	-0.1
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 880,489	4.0	1	3.0
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 26,377,586	7.5	8	-0.5
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 512,474	0.7	1	-0.3
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 2,354,137	3.1	2	1.1
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 560,560	0.8	-	0.8
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 4,938,014	2.5	-	2.5
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 372,916	1.6	-	1.6
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 703,551	2.3	-	2.3
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 1,565,780	1.9	2	-0.1
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 1,811,094	4.2	2	2.2
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 113,989	0.2	-	0.2
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 2,097,668	2.6	6	-3.4
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 959,712	1.5	-	1.5
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 256,106	1.3	-	1.3
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 347,920	0.6	-	0.6

## Assumptions:

Trade Area Population	18,430
Trade Area Per Capita Income	\$ 26,890
U.S. Per Capital income	\$ 28,155

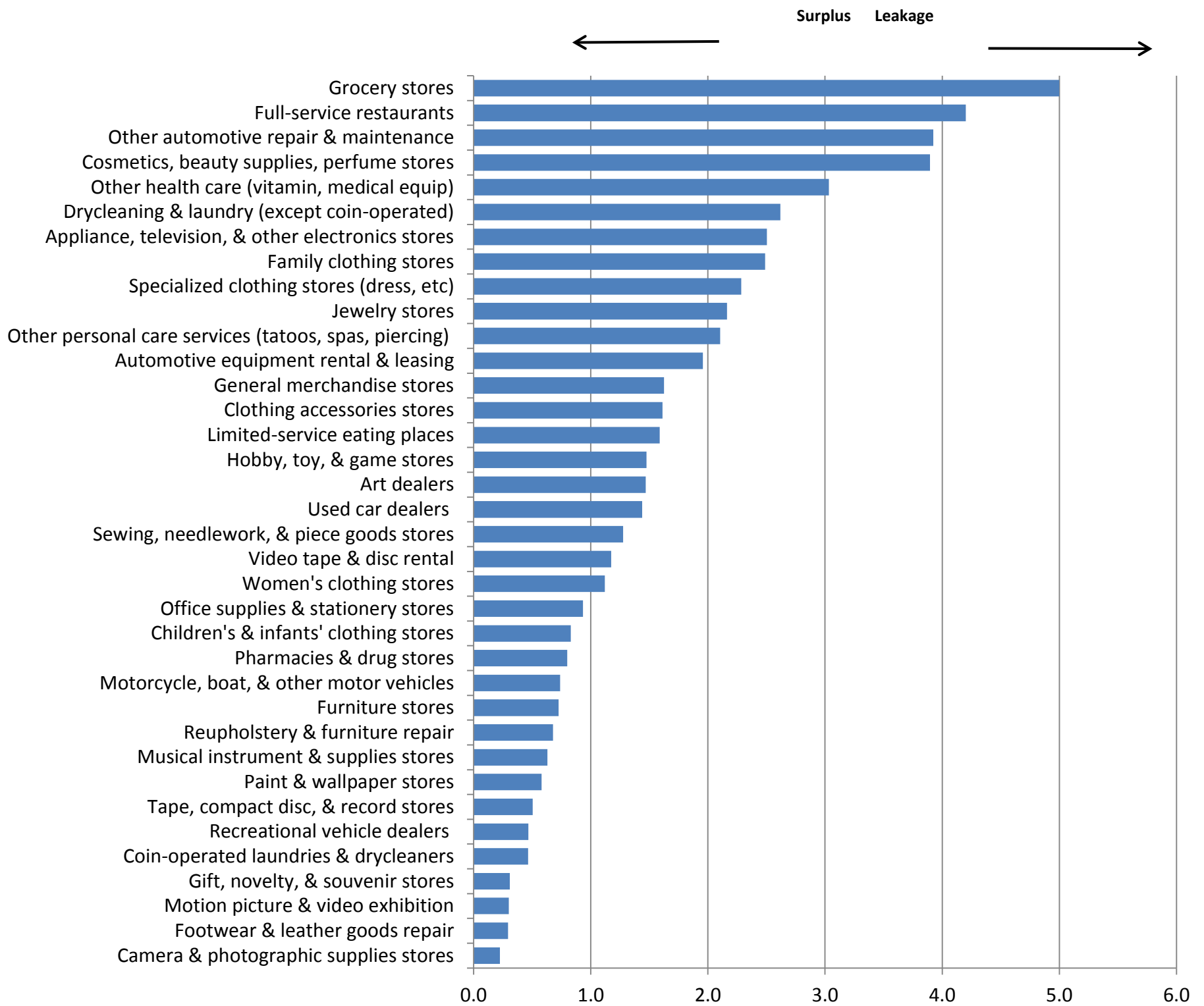
# Trade Area Gap Analysis

Princeton

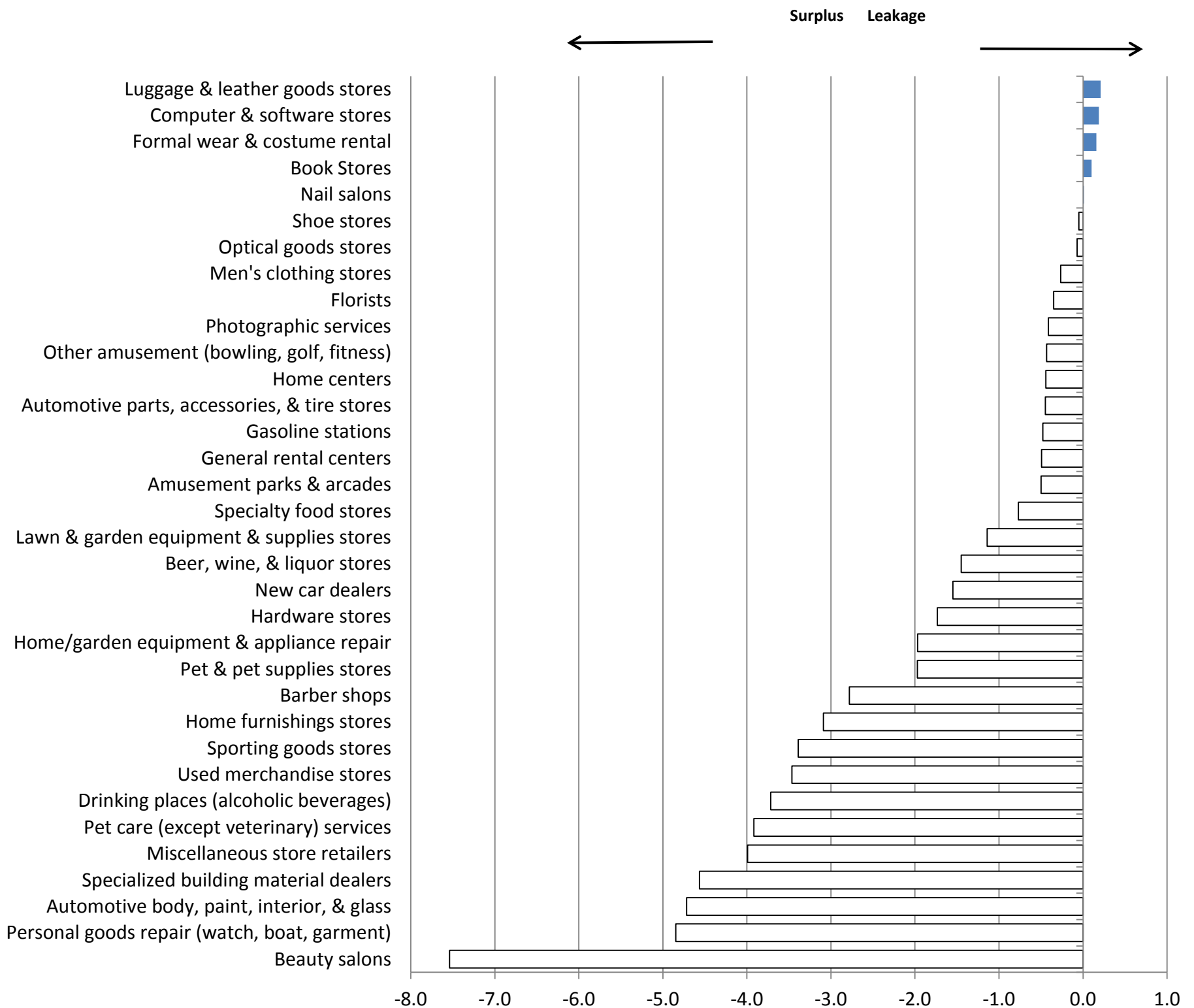


NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
45121000	Book Stores	\$ 61	\$ 512,938	\$ 1,078,445	2.1	2	0.1
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 218,996	0.5	-	0.5
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 33,775,621	4.6	3	1.6
45310000	Florists	\$ 24	\$ 160,175	\$ 424,694	2.7	3	-0.3
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 1,356,889	0.9	-	0.9
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 1,058,097	5.3	5	0.3
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 649,389	4.5	8	-3.5
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 693,883	1.0	3	-2.0
45392000	Art dealers	\$ 32	\$ 383,996	\$ 564,213	1.5	-	1.5
45399000	Miscellaneous store retailers	\$ 47	\$ 824,344	\$ 830,865	1.0	5	-4.0
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 741,504	0.3	-	0.3
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 2,686,944	2.0	-	2.0
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 58,850	0.2	-	0.2
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 551,340	1.2	-	1.2
53230000	General rental centers	\$ 15	\$ 529,977	\$ 268,291	0.5	1	-0.5
54192000	Photographic services	\$ 32	\$ 73,585	\$ 558,299	7.6	8	-0.4
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 809,725	0.5	1	-0.5
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 3,763,456	11.6	12	-0.4
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 11,454,337	15.2	11	4.2
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 10,878,915	18.6	17	1.6
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 1,166,333	4.3	8	-3.7
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 2,975,109	14.3	26	-11.7
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 1,984,480	7.3	12	-4.7
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 907,027	5.9	2	3.9
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 244,055	3.0	5	-2.0
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 110,961	1.7	1	0.7
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 18,068	0.3	-	0.3
81149000	Personal goods repair (watch, boat, garment)	\$ 21	\$ 322,837	\$ 372,757	1.2	6	-4.8
81211100	Barber shops	\$ 2	\$ 142,252	\$ 31,340	0.2	3	-2.8
81211200	Beauty salons	\$ 64	\$ 251,893	\$ 1,123,875	4.5	12	-7.5
81211300	Nail salons	\$ 10	\$ 172,519	\$ 174,619	1.0	1	0.0
81219000	Other personal care services (tatoos, spas, piercing)	\$ 27	\$ 51,973	\$ 473,223	9.1	7	2.1
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 248,027	1.5	1	0.5
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 532,198	2.6	-	2.6
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 213,076	4.1	8	-3.9

# Retail Gap Estimates by Store Format



# Retail Gap Estimates by Store Format



With few exceptions, businesses are listed in only one category for the Trade Area Gap Analysis. As a result, local knowledge is needed to compare the gap analysis to the mix of goods and services offered by existing businesses. For example, the gap analysis indicates a grocery store gap in Princeton, but nearly every gas station sells groceries. In this case, the analysis may overstate the store gap.

How businesses can use this information:

- In categories where a retail gap exists, are there opportunities to expand your store merchandise to offer these goods and services?
- Categories with a surplus of stores may indicate Princeton is a shopping destination for these areas. Across all categories, are stores providing a range of goods that will continue drawing customers to Princeton?

## BUSINESS MIX ANALYSIS

The business mix analysis compares the number of Princeton businesses to averages from downtowns in similar-sized Minnesota cities. The average number of businesses within a half-mile of the town center for 65 Greater Minnesota cities, with populations (in the city limits) between 2,500 and 4,999 people, is shown in Figure 10 (the full report, *Retail and Service Business Mix of Minnesota's Downtowns*, is available at:

<http://www.extension.umn.edu/community/research/reports/docs/2014-Business-Mix-Report.pdf>).

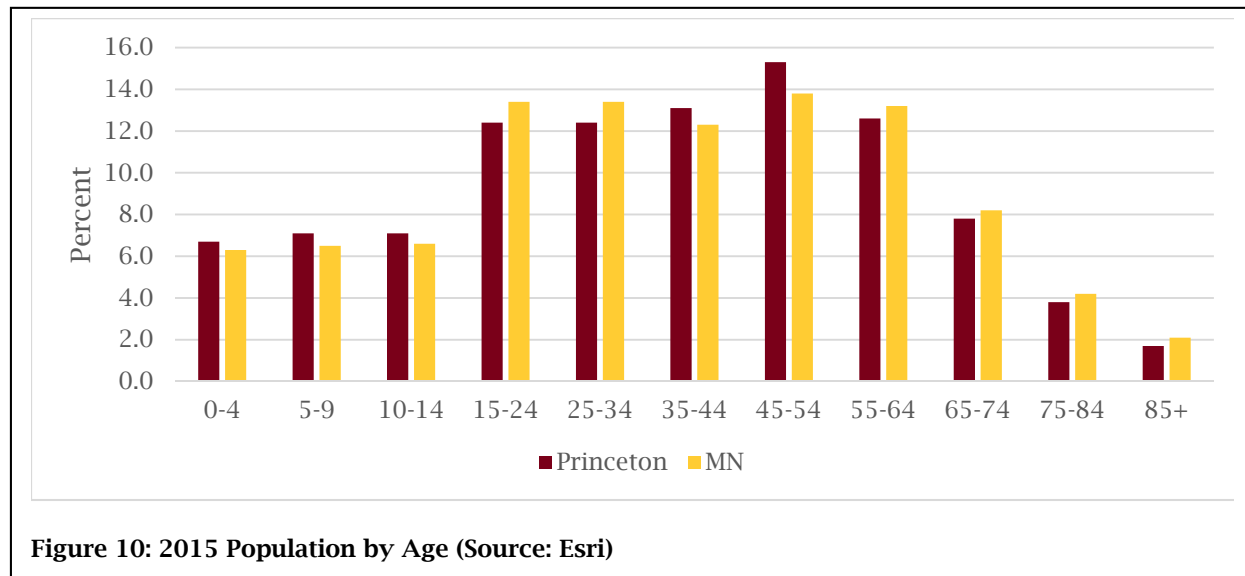


**Figure 9: Princeton Retail Compared to 65 Other Rural Minnesota Cities with Populations of 2,500-4,999 (Source: Retail and Service Business Mix of Minnesota's Downtowns, University of Minnesota Extension, 2014)**

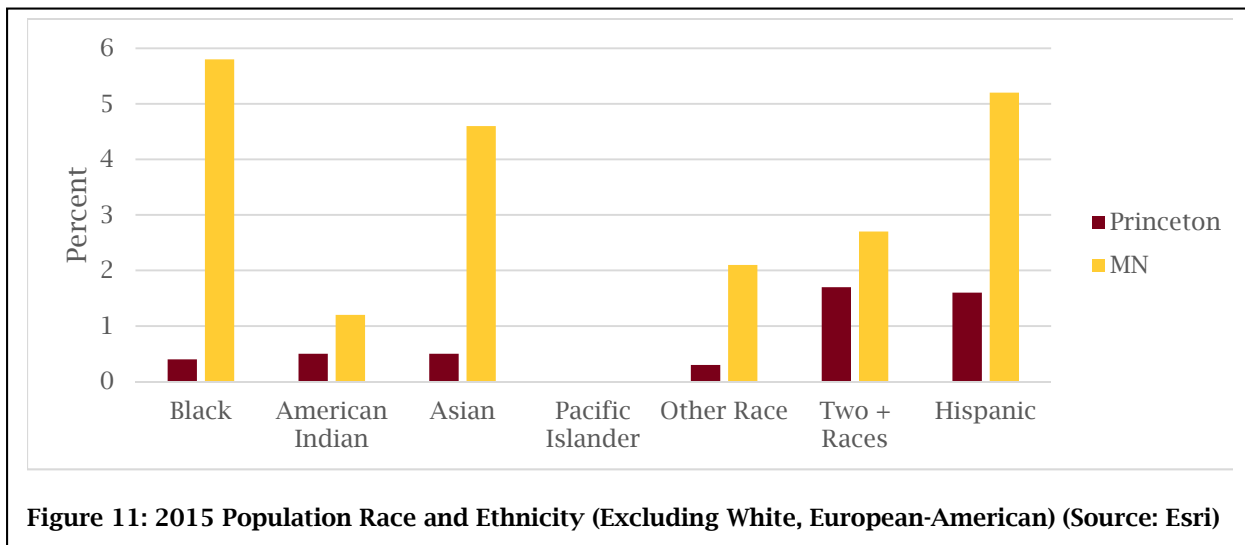


## MARKET PROFILE DEMOGRAPHICS

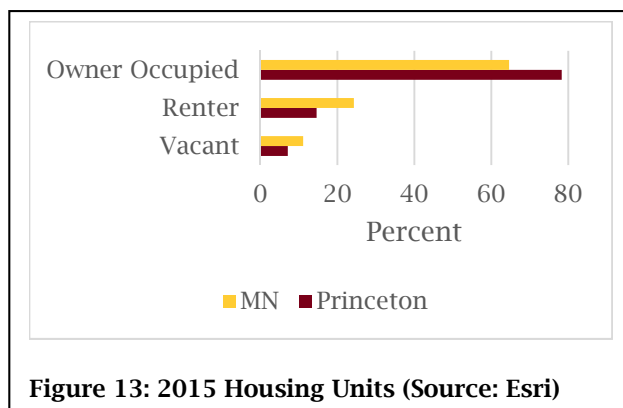
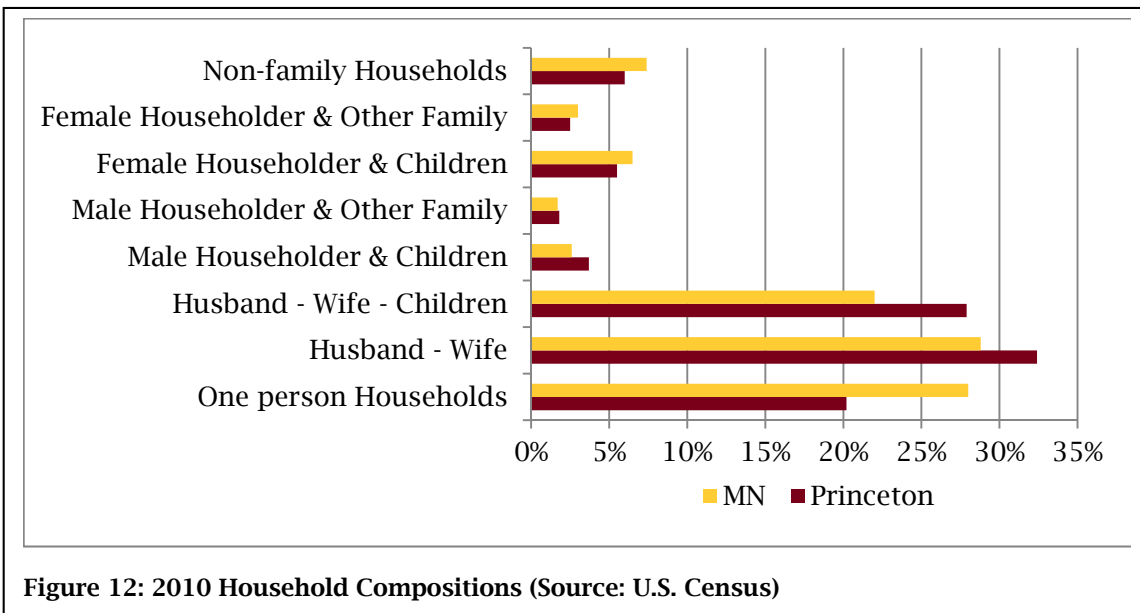
Predicting consumer spending begins with knowing the area population. Understanding the demographics of the market area provides retailers with an indication of the types of goods and services that households will purchase, as well as at what price points.



Princeton has more children ages 0-14 and fewer elderly (age 65+) than the Minnesota average (Figure 10). The two largest age groups are 35-44 and 45-54. The resulting Princeton median age of 38.3 is just slightly older than the state median age of 38.1.

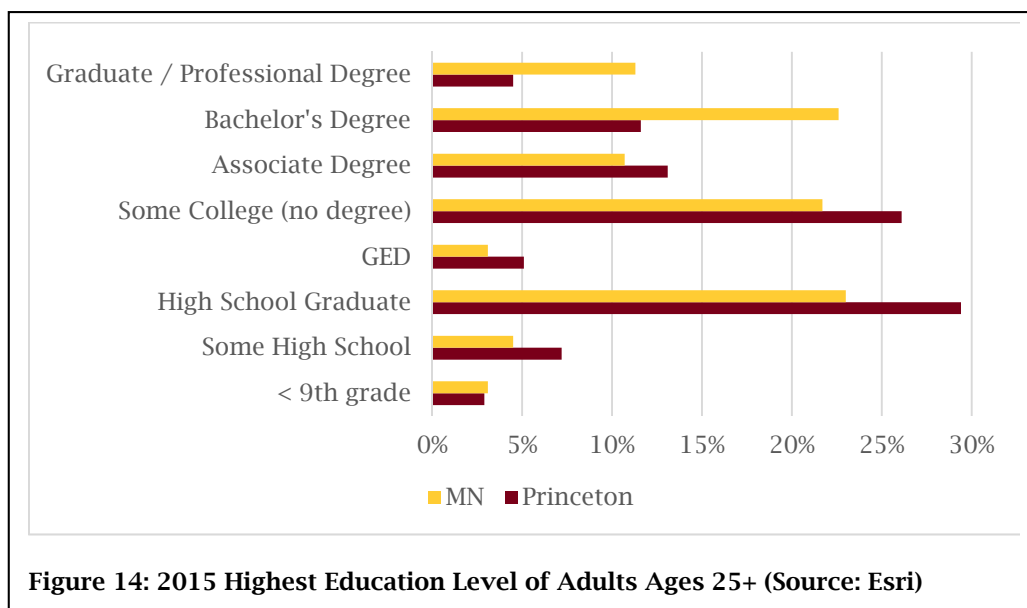


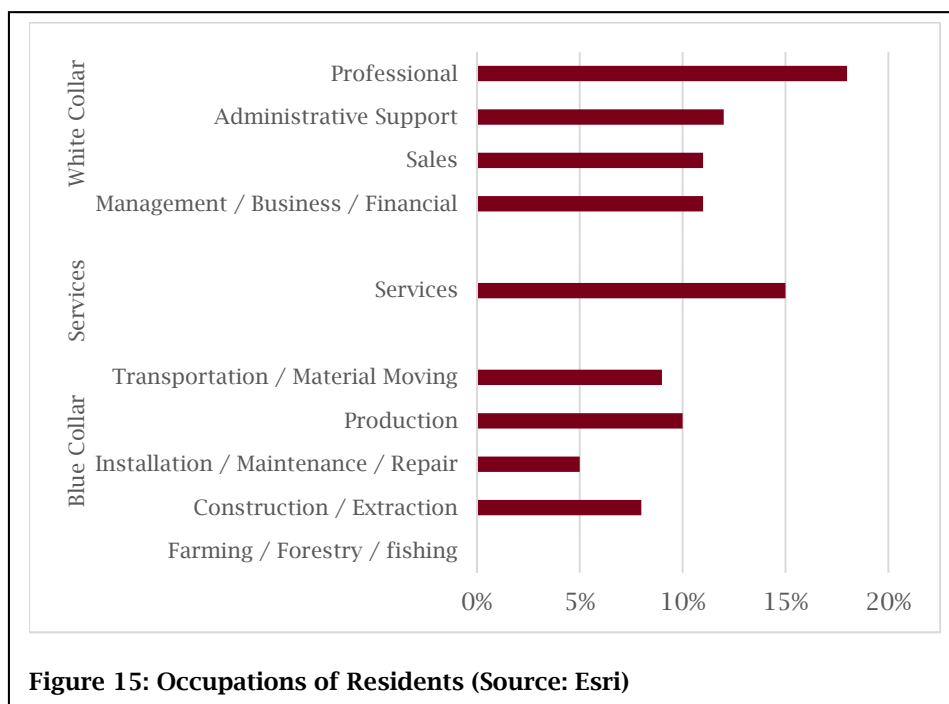
The Princeton area population is 97% white and 3% identifying as another race (Figure 11). Hispanics make up 1.4% of Princeton's population.



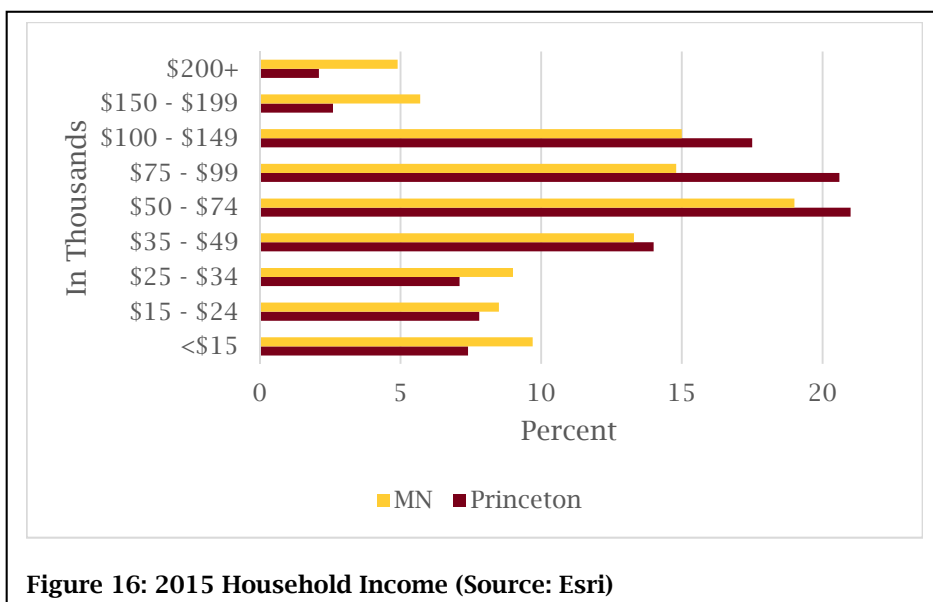
More than half of Princeton's households (60%) are husband-wife or husband-wife-children, while under a quarter (20%) are one person households (Figure 12). In addition, 0.9 % of Princeton residents live in group quarters/institutions. Housing is more owner-occupied (78.3%) than the state average of 65%. (Figure 13).

Education levels of Princeton adults are below state averages. More than one-third (35%) of Princeton's adults are either high school graduates or have earned their GED. A quarter (26%) has some college, with 25% holding either an associate's or bachelor's degree. Only 5% have a graduate or professional degree (Figure 14).





Half of residents (52%) work in white collar occupations, with 33% holding blue collar jobs and 15% working in service occupations (Figure 15).

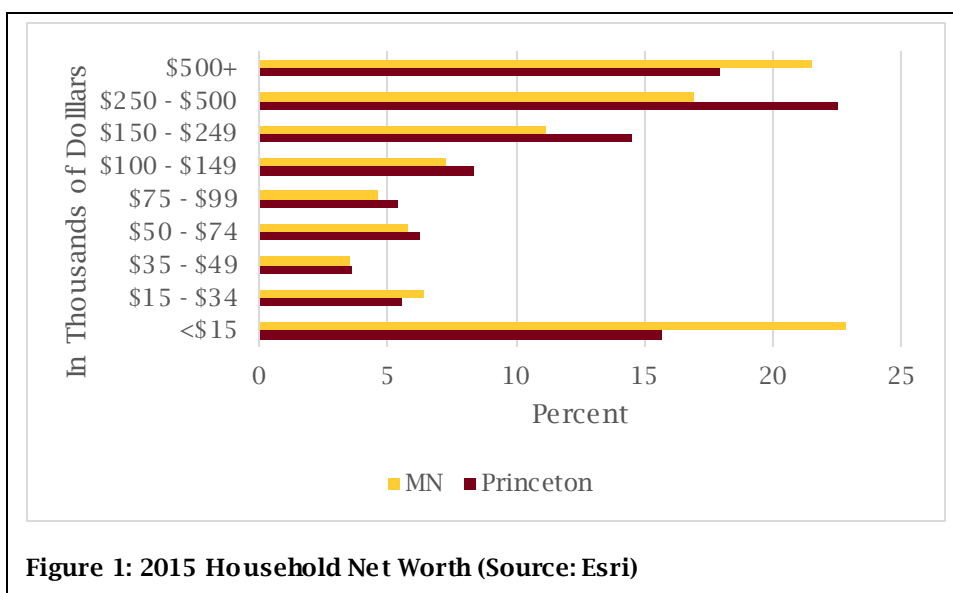


Princeton's household income is above the state average (Figure 16). The median household income in Princeton in 2015 was \$64,008. In comparison, the state median was \$60,056. Princeton's per capita income is \$26,890 compared to Minnesota's of \$31,711.

The federal government defines poverty level in 2015 for all states, except Alaska and Hawaii, as follows: (Source: Federal Register, 2015, January 22).

Household Size	Poverty Level
1	\$11,770
2	\$15,930
3	\$20,090
4	\$24,250
5	\$28,410
6	\$32,570
7	\$36,730

**Table 17: Poverty Levels**



Princeton's median household net worth is \$175,510 compared to the state median of \$146,619 (Figure 18). Interestingly, some Princeton households have a high net worth, bringing the average net worth to \$533,555 (page 48). Nearly 16% of Princeton households have net worth under \$15,000.

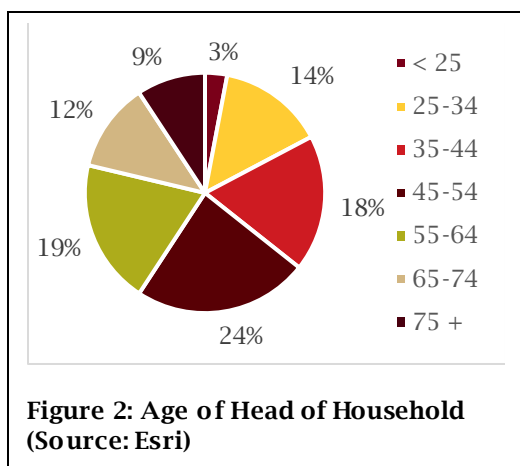
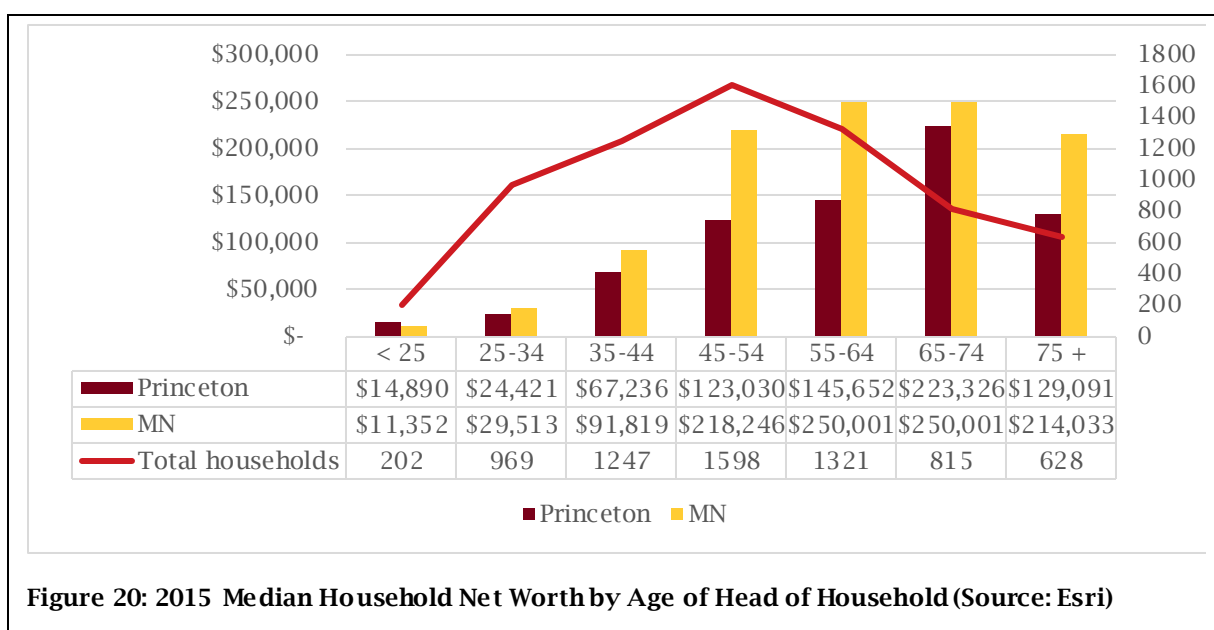


Figure 19 suggests that 1,171 households (17%) in Princeton are headed by someone age 34 and younger. Figure 20 shows that these households have the lowest net worth, similar to the rest of Minnesota.



### How businesses can use demographic information:

A list of helpful tools for communities to use to strengthen their downtowns can be found at <http://www.extension.umn.edu/community/retail/downtown/>. The following information is an excerpt from the site.

- **Age** is an important factor to consider, as personal expenditures change as people grow older. As baby boomers age, catering to the needs of this generation may be beneficial to retailers. Consumer spending at drug stores and assisted care services flourishes in areas with a large elderly population. In general, however, older populations tend to spend less on a majority of goods and services. Studies indicate that nightlife and entertainment spending (e.g., restaurants, bars, theaters) by people over 65 is roughly half the amount spent by those under 65. Older adults also spend considerably less on apparel than other age groups.

At the other end of the spectrum, toy stores, day care centers, and stores with baby care items do well in areas with families that have children. Clothing stores and fast food establishments also thrive in areas with a high adolescent population. Some entertainment and recreational venues, such as movie theatres and golf courses, serve a broad section of the population. Other venues, such as water parks or arcades, target certain age groups.

- Data show that **race and ethnicity** affect spending habits as much as other demographic characteristics, such as income and age. Retailers using segmentation based on race and ethnic groups must ensure their efforts accurately reflect the true preferences and behaviors of the community.
- **Home ownership** directly correlates with expenditures for home furnishings and equipment. Furniture, appliances, hardware, paint/wallpaper, floor covering, gardening items, and other home improvement products all prosper in active housing markets.
- In general, people living in areas with high levels of **education** tend to prefer shopping at smaller, non-chain specialty retail stores located downtown. They also tend to visit cultural establishments, like museums and theaters, at a frequency more than three times greater than those without a college degree. On the other hand, less educated populations generally have lower incomes and prefer shopping at discount retail outlets and chain stores. This group also spends more money on car maintenance and tobacco products than those with a college degree.
- **Occupational concentrations** of white and blue-collar workers are used as another gauge for a market's taste preferences. Specialty apparel stores thrive in middle-to-upper income areas and those with above-average white-collar employment levels. Second-hand clothing stores and used car dealerships are successful in areas with a higher concentration of blue-collar workers. Office supply stores and large music and video stores are especially sensitive to the occupational profile, as these retailers target growth areas with a majority of white-collar workers.
- **Household income** data is a good indicator of resident spending power, as it positively correlates with retail expenditures in many product categories. When evaluating a market, retailers should look at the median, or average, household income in a trade area

and seek a minimum number of households within a certain income range before establishing a business or setting prices.

Another common practice is to analyze the distribution of household incomes. A few store categories, such as auto parts, are more commonly found in areas with lower household incomes. Highly affluent households with annual incomes above \$100,000 are strong consumers, as well as physically active and civic-minded. Gearing a retail mix toward this segment may require a focus in luxury goods and services.

Middle-income households with an annual income between \$20,000 and \$50,000 are more mindful of their expenses than highly affluent families. These households tend to be more frugal and selective with their buying behavior, shopping at discount outlets for groceries and other goods rather than high-end stores.

Big box stores are particularly popular for middle and low-income households. Low-income households with annual incomes below \$20,000 are living in poverty and thus spend very little on goods and services across the board.

## COMMUTING PATTERNS

People tend to buy goods and services near where they live or work. Therefore, it is important to understand commuting patterns to better identify retail competition.

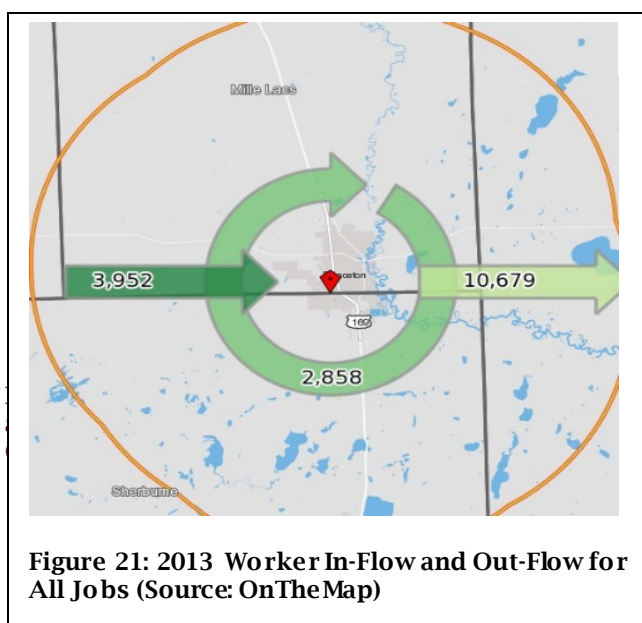


Figure 21 shows the U.S. Census Bureau's worker in-flow and out-flow numbers from Princeton (<http://onthemap.ces.census.gov/>). In 2013, 17,489 employees either lived or worked in Princeton. Over three-fourths (79%) of residents commuted out of Princeton.

Employers draw 80% of their workers from within a 24-mile radius of Princeton, with commuters primarily coming from the highway 169 corridor. People who live and work close to Princeton likely use Princeton for their routine shopping.

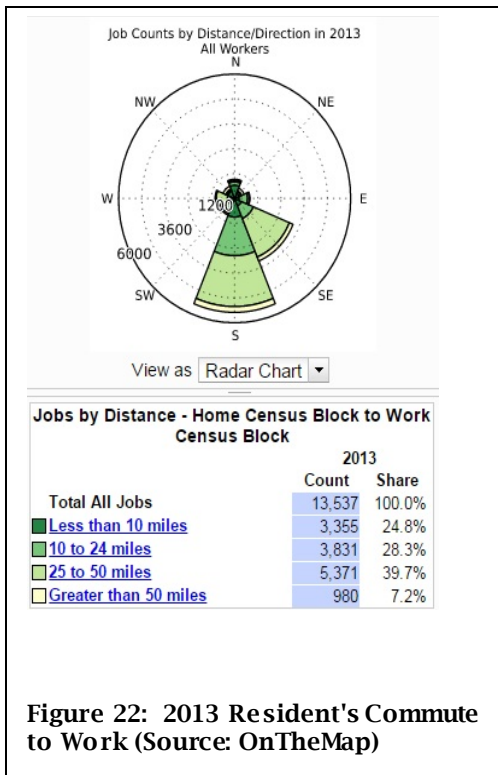


Figure 22: 2013 Resident's Commute to Work (Source: OnTheMap)

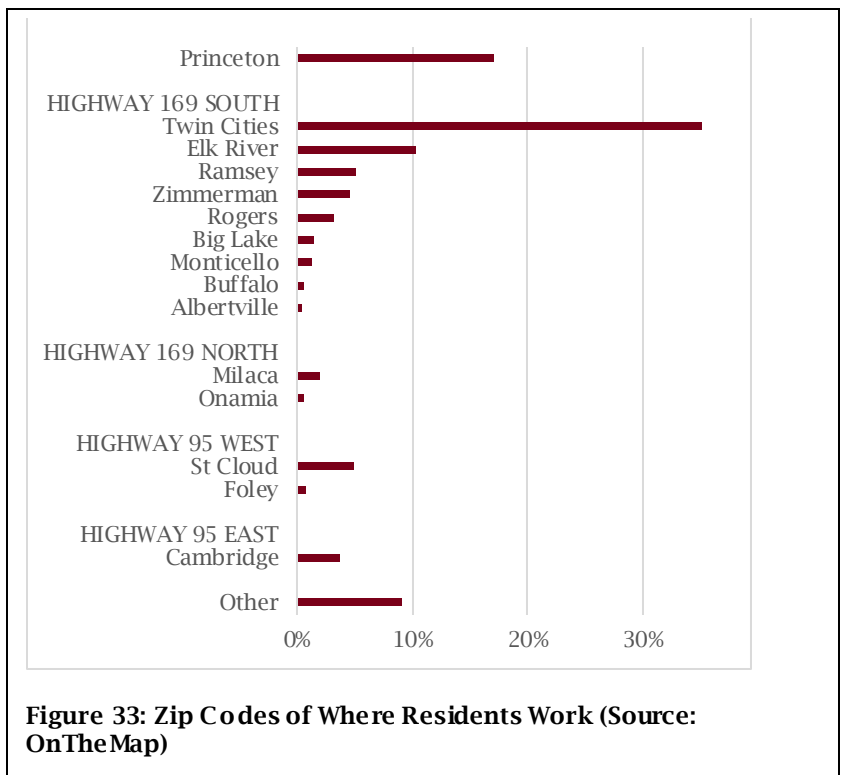


Figure 33: Zip Codes of Where Residents Work (Source: OnTheMap)

Nearly half (47%) of Princeton residents commute more than 25 miles (Figure 22), primarily south along Highway 169 to the Twin Cities. Figure 24 shows 20% commute more than 25 miles to a job in Princeton. Primary home zip codes (Figure 25) show that 30% of Princeton employees live in Princeton.

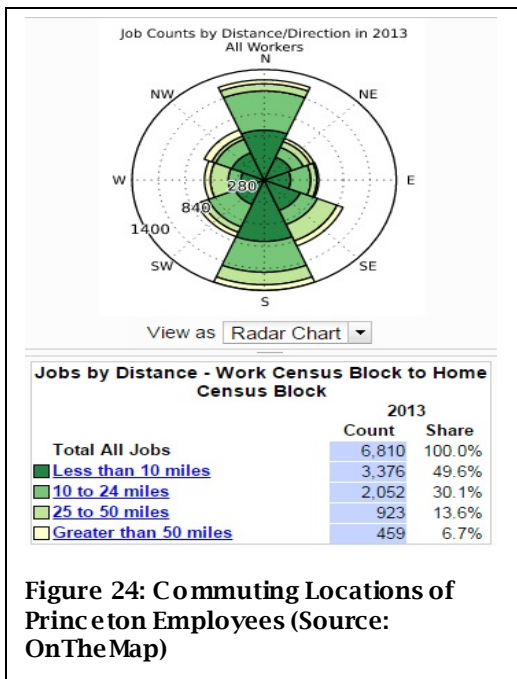


Figure 24: Commuting Locations of Princeton Employees (Source: OnTheMap)

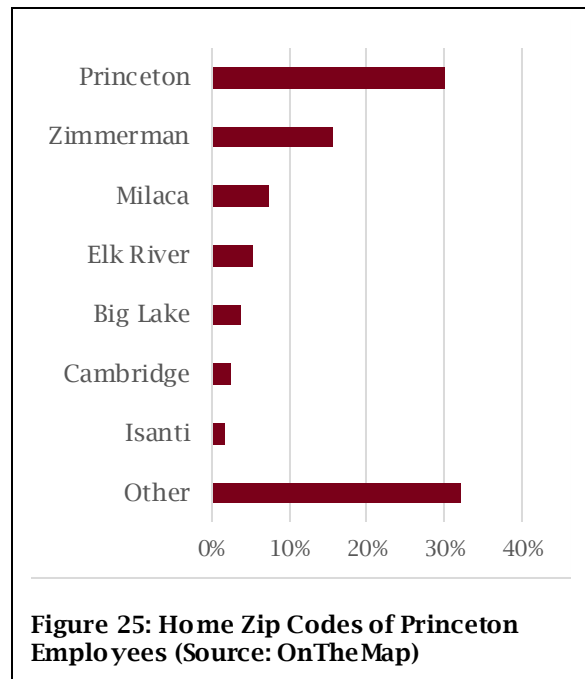


Figure 25: Home Zip Codes of Princeton Employees (Source: OnTheMap)

### How businesses can use this information:

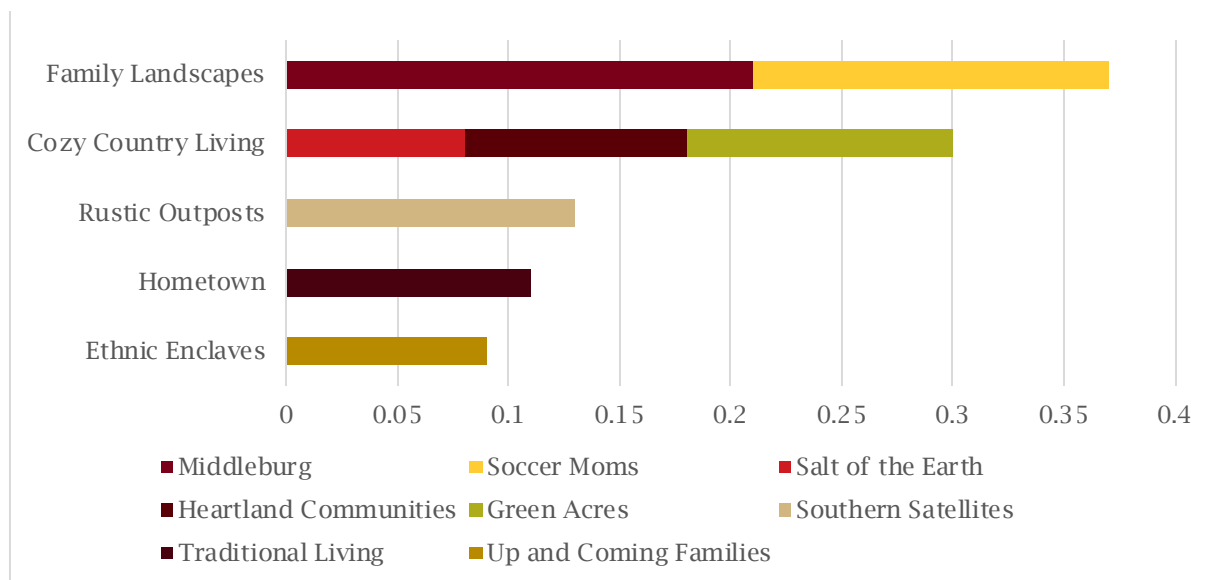
- Determining the commuting distance of your customers can help identify competitors. Once you have identified competitors in your area, you can then compare your merchandise selection, quality, price point, and service.
- Identifying residents' work hours and commuting times can inform store hours. If stores are closed evenings and weekends, commuters will shop out of town.
- Consider increasing customer convenience by providing online shopping and local delivery or shipping.
- Expanding your services, or better marketing them, can give your store an advantage over big box retailers.

## **TAPESTRY SEGMENTS**

Tapestry Segmentation starts by classifying communities based on their socioeconomic composition. Esri then combines the latest data mining techniques of national consumer surveys to create robust and compelling detailed descriptions of consumers into 14 LifeModes™, which are overarching categories of consumers with similar consumer preferences. LifeModes are further refined into 67 distinct LifeStyle™ segments.

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—"like seeks like." These behaviors can be measured, predicted, and targeted. Esri's segmentation system, Community Tapestry™, combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Princeton consumer diversity is reflected in having five LifeModes, and within the LifeModes are eight distinct Tapestry LifeStyle segments identified in Figure 26.



**Figure 26: Tapestry LifeStyle Segments by LifeMode**



### **Family Landscapes LifeMode (37% of Princeton)**

Composed of *Middleburg* and *Soccer Moms* LifeStyles

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families
- 80% are homeowners with mortgages living in newer single-family homes, with median home value slightly higher than the U.S.
- Spending priorities focus on family (children's toys and apparel) or home projects
- Have a dog
- Two workers in the family
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts
- Typically own newer sedans or SUVs
- Typically have savings accounts / plans
- Comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching rented movies, and taking trips to a zoo or theme park

### **Middleburg LifeStyle (21% of Princeton)**

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom occurred. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

### **Soccer Moms (16% of Princeton)**

*Soccer Moms* is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### **Cozy Country Living LifeMode (30% of Princeton)**

Composed of *Green Acres*, *Heartland Communities*, and *Salt of the Earth* LifeStyles

- Empty nesters in bucolic settings
- Homeowners residing in single-family dwellings
- Owns domestic trucks, motorcycles, and ATVs / UTVs. Almost 30% have three or more vehicles and, therefore, auto loans
- Believes in the importance of buying American
- Has pets

- Prefers to eat at home
- Shops at discount retail stores
- Banks in person
- Spends little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- Listens to country music, watches auto racing on TV
- Plays the lottery
- Enjoys outdoor activities, such as fishing, hunting, camping, boating, and bird watching

#### **Green Acres LifeStyle (12% of Princeton )**

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting, fishing, motorcycling, hiking, camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

#### **Heartland Communities LifeStyle (10% of Princeton)**

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, prefer American-made products, and favor domestic driving vacations over foreign plane trips.

#### **Salt of the Earth LifeStyle (8% of Princeton)**

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens in this category are older, and many have grown children that have moved away. They still cherish family time, tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors and spend most of their free time preparing for their next fishing, boating, or camping trip. The majority have at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing or related industries. They may be experts with do-it-yourself projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

#### **Rustic Outposts LifeMode (13% of Princeton)**

Composed of *Southern Satellites* LifeStyle

- Country life with older families in older homes
- Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must

- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing
- Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read the newspaper and mail-order books

### **Southern Satellites LifeStyle (13% of Princeton)**

*Southern Satellites* is the second largest market found in rural settlements but within metropolitan areas. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries such as manufacturing, health care, retail trade, and construction, with higher proportions in agriculture than the United States. Residents enjoy country living, preferring outdoor activities and Do It Yourself home projects.

### **Hometown LifeMode (11% of Princeton)**

Composed of *Traditional Living* LifeStyle

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings
- Religion is the cornerstone of many of these communities
- Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- Canned, packaged and frozen foods help to make ends meet
- Purchase used vehicles to get them to and from nearby jobs

### **Traditional Living LifeStyle (11% of Princeton)**

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market – beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### **Ethnic Enclaves LifeMode (9% of Princeton)**

Composed of *Up and Coming Families* LifeStyle

- Established diversity—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980
- Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education

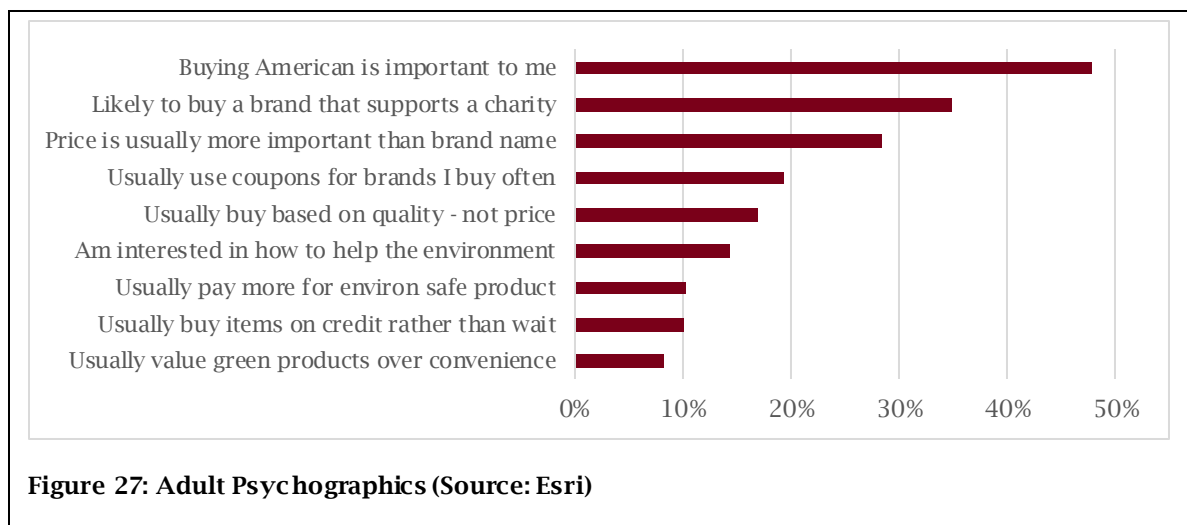
- Shopping and leisure also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have dogs for domestic pets

### Up and Coming Families LifeStyle (9% of Princeton)

*Up and Coming Families* is a market in transition – residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country

## ADULT PSYCHOGRAPHICS

Consumers may weigh certain values in their purchasing decisions, as illustrated in Figure 27. For example, buying American is an important consideration for nearly half (48%) of Princeton's residents. Businesses that support charities are also important to a third (35%) of adults. Price and incentives, such as coupons, influence 28% and 19% of adults, respectively. Because only 10% of adults buy on credit, they prefer to save for their purchases. Products that are environmentally safe rank low on purchasing criteria.

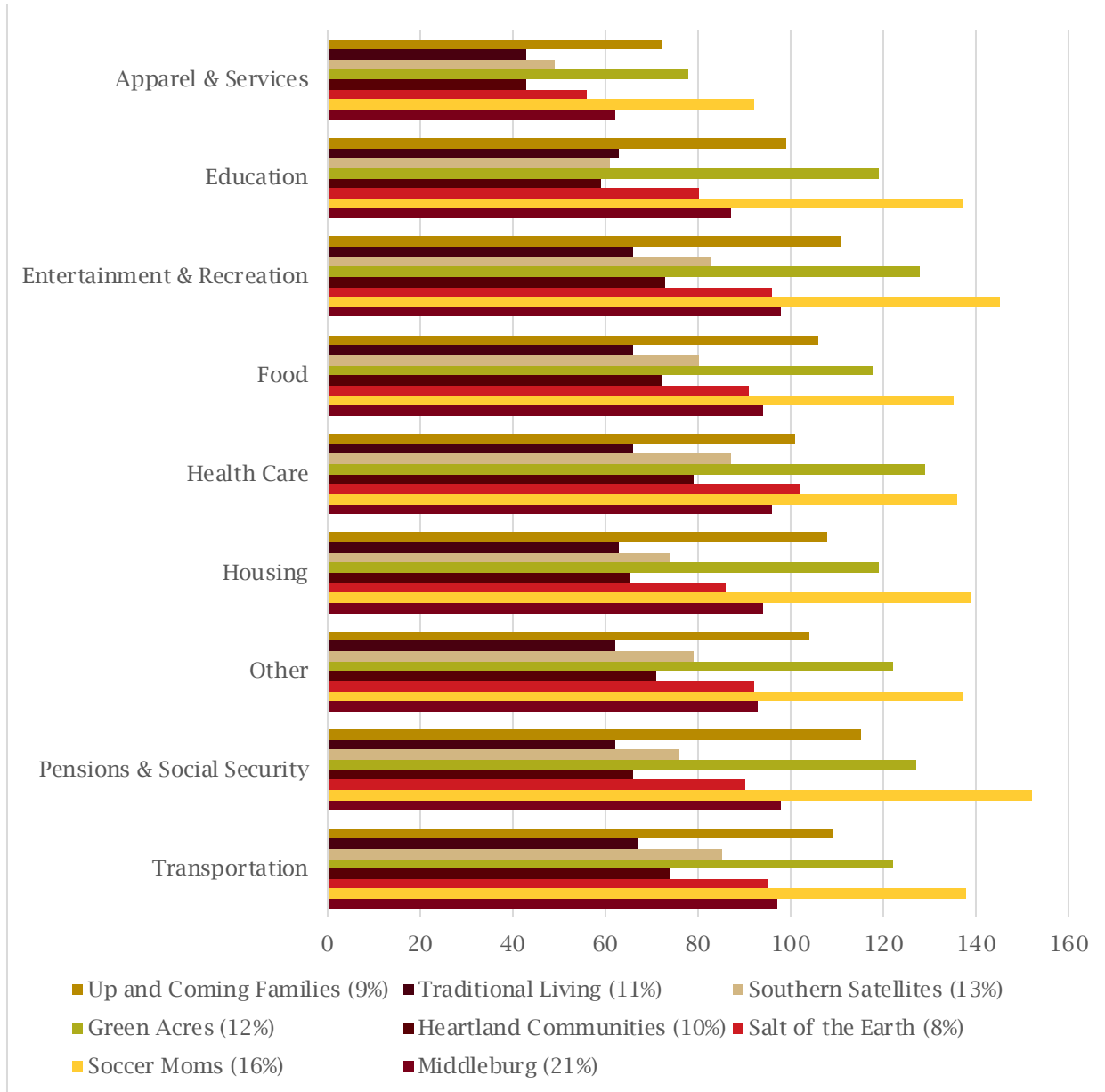


### How businesses can use this information:

- Inform customers of American-made products within your merchandise selection.
- If you support charities, ensure your customers are aware of your donations.
- Explore coupons or other incentives for your customers.

## HOUSEHOLD BUDGET INDEX

For each LifeStyle segment, Esri compares the average household expenditures to the average spent by all United States households. An index of 100 is the national average; an index of 40 is 40% of the national average. There is great diversity in the LifeStyles in Princeton. As noted in Figure 28, expenditures are largest by Soccer Moms, followed by Green Acres. The Princeton area spending is notably less, however, in apparel and services.



**Figure 28: Princeton Household Expenditures by Tapestry Segment Compared to the National Average (National Average = 100) (Source: Esri)**

How businesses can use this information: After identifying the lifestyle segments of your customers, examine merchandise to determine whether or not your price range fits within their household budget and spending patterns.

## APPENDIX A: ESRI METHODOLOGY

### Esri's Data Collection Process

The following information describes Esri's data collection process:

These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

The *Survey of the American Consumer* provides a detailed view of the 226 million adult consumers in the U.S.—their media choices, demographics, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories. Data are collected in person, with in-home, face-to-face interviews. At each state of the data collection process—from recruiting respondents and interviewing them, to working with them to understand and complete a comprehensive product and lifestyle questionnaire—GfK MRI relies on direct personal interaction. Every year, GfK MRI interviews almost 26,000 adult consumers in the 48 contiguous states for the *Survey of the American Consumer*. Data collection for the *Survey* is a two-state process, and in each state the personal approach advances the reliability of the data.

During the initial in-home interview, GfK MRI interviewers observe and verify household and respondent characteristics and collect a wide range of demographic and media usage data.

The interviewer also solicits cooperation for participation in the second, self-administered phase of the data collection process. The interviewer explains how to fill out the questionnaire booklet and arranges for its return to GfK MRI, often by personally picking it up. This level of attention makes it highly likely that participants will complete the questionnaire, further enhancing the reliability of *Survey* data.

For more detailed information about the data collection, visit:

<http://www.gfkmri.com/Products/TheSurveyoftheAmericanConsumer.aspx>

To view personal interview questions, visit:

[http://www.gfkmri.com/PDF/GfKMRI\\_Wave65PersonalInterview.pdf](http://www.gfkmri.com/PDF/GfKMRI_Wave65PersonalInterview.pdf)

To view the survey, visit:

[http://www.gfkmri.com/PDF/GfKMRI\\_Wave65ProductBooklet.pdf](http://www.gfkmri.com/PDF/GfKMRI_Wave65ProductBooklet.pdf)

## APPENDIX B: RETAIL AND SERVICE BUSINESS CATEGORIES BY NAICS CODE

NAICS	NAICS Category	Definition
44111000	New car dealers	This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.
44112000	Used car dealers	This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.
44121000	Recreational vehicle dealers	This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44122000	Motorcycle, boat, & other motor vehicles	This industry comprises establishments primarily engaged in retailing new and/or used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44130000	Automotive parts, accessories, & tire stores	This industry group comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; (3) establishments primarily engaged in retailing and installing automotive accessories; and (4) establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.
44210000	Furniture stores	This industry group comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.
44220000	Home furnishings stores	This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).
44311000	Appliance, television, & other electronics stores	This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.
44312000	Computer & software stores	This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture, and office supplies; or retailing these new products in combination with repair and support services.
44313000	Camera & photographic supplies stores	This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.
44411000	Home centers	This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.
44412000	Paint & wallpaper stores	This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.
44413000	Hardware stores	This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.
44419000	Specialized building material dealers	This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.
44420000	Lawn & garden equipment & supplies stores	This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

44510000	Grocery stores	This industry group comprises establishments primarily engaged in retailing a general line of food products.
44520000	Specialty food stores	This industry group comprises establishments primarily engaged in retailing specialized lines of food.
44530000	Beer, wine, & liquor stores	This industry group comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.
44611000	Pharmacies & drug stores	This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.
44612000	Cosmetics, beauty supplies, perfume stores	This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.
44613000	Optical goods stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.
44619000	Other health care (vitamin, medical equip)	This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).
44710000	Gasoline stations	This industry group comprises establishments primarily engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with or without convenience store or food mart items. These establishments may also provide automotive repair services and/or food services.
44811000	Men's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44812000	Women's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new women's, misses', and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44813000	Children's & infants' clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44814000	Family clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44815000	Clothing accessories stores	This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.
44819000	Specialized clothing stores (dress, etc.)	This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44821000	Shoe stores	This industry group comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.
44831000	Jewelry stores	This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.
44832000	Luggage & leather goods stores	This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, and trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.
45111000	Sporting goods stores	This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.
45112000	Hobby, toy, & game stores	This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).
45113000	Sewing, needlework, & piece goods stores	This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.
45114000	Musical instrument & supplies stores	This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.



45121000	Book Stores	This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.
45122000	Tape, compact disc, & record stores	This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.
45200000	General merchandise stores	Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.
45310000	Florists	This industry group comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell
45321000	Office supplies & stationery stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.
45322000	Gift, novelty, & souvenir stores	This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.
45330000	Used merchandise stores	This industry group comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).
45391000	Pet & pet supplies stores	This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.
45392000	Art dealers	This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.
51213000	Motion picture & video exhibition	This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth
53210000	Automotive equipment rental & leasing	This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer-term leases, and some provide both types of services.
53222000	Formal wear & costume rental	This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).
53223000	Video tape & disc rental	This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.
53230000	General rental centers	This industry group comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio visual equipment, contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.
54192000	Photographic services	This industry comprises establishments primarily engaged in providing still, video, or digital photography services. These establishments may specialize in a particular field of photography, such as commercial and industrial photography, portrait photography, and special events photography. Commercial or portrait photography studios are included in this industry.
71310000	Amusement parks & arcades	This industry group comprises establishments primarily engaged in operating amusement parks and amusement arcades and parlors.
71390000	Other amusement (bowling, golf, fitness)	This industry group comprises establishments primarily engaged in operating golf courses (whether or not in conjunction with dining facilities (country clubs); skiing facilities; Marinas; fitness and recreational sports centers; bowling centers; and all other amusement and recreation industries. Included in this industry group are public swimming pools, miniature golf courses and riding stables.
72210000	Full-service restaurants	This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide this type of food service to patrons with any combination of other services, such as take-out services,

		are classified in this industry.
72220000	Limited-service eating places	This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.
72240000	Drinking places (alcoholic beverages)	This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.
81111000	Automotive mechanical & electrical repair	This industry comprises establishments primarily engaged in providing mechanical or electrical repair and maintenance services for automotive vehicles, such as passenger cars, trucks and vans, and all trailers. These establishments may specialize in a single service or may provide a wide range of these services.
81112000	Automotive body, paint, interior, & glass	This industry comprises establishments primarily engaged in providing one or more of the following: (1) repairing or customizing automotive vehicles, such as passenger cars, trucks, and vans, and all trailer bodies and interiors; (2) painting automotive vehicle and trailer bodies; (3) replacing, repairing, and/or tinting automotive vehicle glass; and (4) customizing automobile, truck, and van interiors for the physically disabled or other customers with special requirements.
81119000	Other automotive repair & maintenance	This industry comprises establishments primarily engaged in providing automotive repair and maintenance services (except mechanical and electrical repair and maintenance; transmission repair; and body, paint, interior, and glass repair) for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers.
81141000	Home/garden equipment & appliance repair	This industry comprises establishments primarily engaged in repairing and servicing home and garden equipment and/or household-type appliances without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers, and refrigerators.
81142000	Reupholstery & furniture repair	This industry comprises establishments primarily engaged in one or more of the following: (1) reupholstering furniture; (2) refinishing furniture; (3) repairing furniture; and (4) repairing and restoring furniture.
81143000	Footwear & leather goods repair	This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.
81149000	Personal goods repair (watch, boat, garment)	This industry comprises establishments primarily engaged in repairing and servicing personal or household-type goods without retailing new personal or household-type goods (except home and garden equipment, appliances, furniture, and footwear and leather goods). Establishments in this industry repair items, such as garments; watches; jewelry; musical instruments; bicycles and motorcycles; motorboats, canoes, sailboats, and other recreational boats.
81211100	Barber shops	This U.S. industry comprises establishments known as barber shops or men's hair stylist shops primarily engaged in cutting, trimming, and styling men's and boys' hair; and/or shaving and trimming men's beards.
81211200	Beauty salons	This U.S. industry comprises establishments (except those known as barber shops or men's hair stylist shops) primarily engaged in one or more of the following: (1) cutting, trimming, shampooing, coloring, waving, or styling hair; (2) providing facials; and (3) applying makeup (except permanent makeup).
81211300	Nail salons	This U.S. industry comprises establishments primarily engaged in providing nail care services, such as manicures, pedicures, and nail extensions.
81219000	Other personal care services (tattoos, spas, piercing)	This industry comprises establishments primarily engaged in providing personal care services (except hair, nail, facial, or nonpermanent makeup services).
81231000	Coin-operated laundries & dry cleaners	This industry comprises establishments primarily engaged in (1) operating facilities with coin-operated or similar self-service laundry and dry-cleaning equipment for customer use on the premises and/or (2) supplying and servicing coin-operated or similar self-service laundry and dry-cleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.
81232000	Dry cleaning & laundry (except coin-operated)	This industry comprises establishments primarily engaged in one or more of the following: (1) providing dry-cleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or dry cleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.
81291000	Pet care (except veterinary) services	This industry comprises establishments primarily engaged in providing pet care services (except veterinary), such as boarding, grooming, sitting, and training pets.

<b>APPENDIX C: BUSINESS LIST INCLUDED IN TRADE AREA GAP ANALYSIS FOR PRINCETON</b>		
Reviewed 1/12/15		
<b>STORE</b>	<b>NAICS Category</b>	<b>NAICS</b>
THE MILLE LACS COUNTY AGRICULTURAL SOCIETY	Amusement parks & arcades	713110
ASHWORTH APPLIANCE & ELEC	Appliance, television & other electronics stores	443111
ABRA AUTOBODY & GLASS	Automotive body, paint, interior & glass	811120
AUTO GLASS SERVICE	Automotive body, paint, interior & glass	811122
BERNIE'S BODYWORKS	Automotive body, paint, interior & glass	811121
FRED BRIGHTMAN	Automotive body, paint, interior & glass	811121
GREG ANDERSON AUTO	Automotive body, paint, interior & glass	811121
IDEAL AUTO REFINISHING	Automotive body, paint, interior & glass	811121
KINGSLEY CUSTOM TRIM, LLC	Automotive body, paint, interior & glass	811121
LIEN'S AUTO	Automotive body, paint, interior & glass	811121
NORDIC AUTO GLASS LLC	Automotive body, paint, interior & glass	811122
RAYS AUTO BODY, INC	Automotive body, paint, interior & glass	811121
SARGENT GLASS INC	Automotive body, paint, interior & glass	811122
WELSH AUTO BODY	Automotive body, paint, interior & glass	811121
A PLUS CAR CARE	Automotive mechanical & electrical repair	811111
ABSOLUTE AUTO CARE	Automotive mechanical & electrical repair	811111
AUTOWORKS	Automotive mechanical & electrical repair	811111
BRAD'S AUTO	Automotive mechanical & electrical repair	811111
CAMBRIDGE PERF SPEC	Automotive mechanical & electrical repair	811111
CHUCKS AUTO REPAIR INC	Automotive mechanical & electrical repair	811111
CORY JOE S AUTOS	Automotive mechanical & electrical repair	811111
COWLES AUTOMOTIVE REPAIR	Automotive mechanical & electrical repair	811111
DRAGICH COMPANIES, INC.	Automotive mechanical & electrical repair	811111
EJ AUTOMOTIVE INC	Automotive mechanical & electrical repair	811111
FOSTER S AUTO REPAIR	Automotive mechanical & electrical repair	811111
GROWING EDGE SERVICE	Automotive mechanical & electrical repair	811111
HIS & HERS AUTOMOTIVE SPECIALITY	Automotive mechanical & electrical repair	811111
HRS	Automotive mechanical & electrical repair	811111
HYTECH AUTOMOTIVE OF PRINCETON	Automotive mechanical & electrical repair	811111
INTEGRITY AUTOMOTIVE	Automotive mechanical & electrical repair	811111
JOHN HULETT AUTO REPAIR	Automotive mechanical & electrical repair	811111
NORTH 40 AUTO	Automotive mechanical & electrical repair	811111
NORTHERN LIGHTS AUTO TRUCK & SNOWMOBILES	Automotive mechanical & electrical repair	811111
PATRIOT AUTOMOTIVE LLC	Automotive mechanical & electrical repair	811111
PORTER MACHINE CORP	Automotive mechanical & electrical repair	811111
RAY'S REPAIR	Automotive mechanical & electrical repair	811111
ROXBURY RACING	Automotive mechanical & electrical repair	811113
RUM RIVER AUTOMOTIVE INC	Automotive mechanical & electrical repair	811111
SAINTS AUTOMOTIVE SERVICE CENTER	Automotive mechanical & electrical repair	811111
TONYS AUTO	Automotive mechanical & electrical repair	811111
ALL STAR AUTO PARTS	Automotive parts, accessories & tire stores	441310
ANDREWS INC OF PRINCETON	Automotive parts, accessories & tire stores	441310
M&K TIRE LLC	Automotive parts, accessories & tire stores	441320

NAPA	Automotive parts, accessories & tire stores	441310
O'REILLY AUTO PARTS	Automotive parts, accessories & tire stores	441310
WYANETTE AUTO PARTS	Automotive parts, accessories & tire stores	441310
GARYS BARBER SHOP	Barber shops	812111
JENSEN'S BARBER SHOP	Barber shops	812111
THE CUTTING EDGE OF PRINCETON	Barber shops	812111
BELA SALON	Beauty salons	812112
GREAT CLIPS FOR HAIR	Beauty salons	812112
LORI'S, FOR ALL APPEARANCES	Beauty salons	812112
NEIL'S ADDED TOUCH HAIR SALON	Beauty salons	812112
REJUVENATE SPA & SALON	Beauty salons	812112
ROBIN'S NEST BEAUTY SALON	Beauty salons	812112
SHANNON'S CUTS CURLS & STYLES	Beauty salons	812112
SHEAR ADVANTAGE INC	Beauty salons	812112
SHEAR BLONDE SALON LLC	Beauty salons	812112
STUDIO OF HAIR DESIGN	Beauty salons	812112
STYLES SHARP SALON	Beauty salons	812112
TOTAL HAIR CARE	Beauty salons	812112
BURNS BOTTLE SHOP INC	Beer, wine & liquor stores	445310
OLD LOG LIQUOR	Beer, wine & liquor stores	445310
PRINCETON WINE AND SPIRITS / LIQUOR	Beer, wine & liquor stores	445310
SAND DUNES SPIRITS	Beer, wine & liquor stores	445310
GOSPEL SONG PUBLICATIONS	Book stores	451211
PRINCETON BOOK AND BIBLE	Book stores	451211
THE WASHBOARD	Coin-operated laundries & drycleaners	812310
J COMPANIES, LLC	Computer & software stores	443120
ARBONNE INTERNATIONAL	Cosmetics, beauty supplies, perfume stores	446120
BEAUTICONTROL	Cosmetics, beauty supplies, perfume stores	446120
GREENSIDE GRILLE	Drinking places (alcoholic beverages)	722513
LONG SIDING BAR & GRILL	Drinking places (alcoholic beverages)	722513
MOONSHINE BAR AND GRILL	Drinking places (alcoholic beverages)	722513
MYSTIC INN	Drinking places (alcoholic beverages)	722410
SHOOTERS	Drinking places (alcoholic beverages)	722513
THE WHISTLING PICKLE	Drinking places (alcoholic beverages)	722410
VFW & AMAERICAN LEGION	Drinking places (alcoholic beverages)	722513
VILO LANES & LOUNGE	Drinking places (alcoholic beverages)	722410
COUNTRY FLORAL OF BUFFALO	Florists	453110
FLOWERS FROM ABOVE	Florists	453110
PRINCETON FLORAL AND GIFT	Florists	453110
ANGENO'S PIZZA / ZIMMERMAN BAR GRILL	Full-service restaurants	722110
FINISH LINE CAFE	Full-service restaurants	722110
FRONTIER STEAK HOUSE	Full-service restaurants	722110
HI WAY INN LLC	Full-service restaurants	722110
K-BOB CAFE	Full-service restaurants	722110
MADRE LOCA	Full-service restaurants	722110
MERLINS FAMILY	Full-service restaurants	722110
NEIGHBORS ON THE RUM	Full-service restaurants	722110

PAPA'S ITALIAN	Full-service restaurants	722110
RIDGEWOOD BAY CAMP AND RESORT	Full-service restaurants	722110
STEVENS RESTAURANT	Full-service restaurants	722110
AMISH OUTDOOR FURNITURE	Furniture stores	442110
WOODCRAFTING & DESIGNING INC	Furniture stores	442110
CASEY'S GENERAL STORE	Gasoline stations	447110
HOFMAN'S AMOCO STATION	Gasoline stations	447110
HOLIDAY STATIONSTORES	Gasoline stations	447110
HOLIDAY STATIONSTORES	Gasoline stations	447110
LITTLE DUKE'S	Gasoline stations	447110
MARATHON	Gasoline stations	447110
SANDUNE STOP	Gasoline stations	447110
SUPERAMERICA 4525	Gasoline stations	447110
FAMILY DOLLAR STORES	General merchandise stores	452112
PAMIDA DISCOUNT CENTER 018	General merchandise stores	452112
WAL-MART	General merchandise stores	452112
PRINCETON RENTAL	General rental centers	532310
CORNERSTONE THRIFT AND GIFT LLC	Gift, novelty & souvenir stores	453220
GIFTS & GADGETS GALORE	Gift, novelty & souvenir stores	453220
K & K COLLECTIBLES	Gift, novelty & souvenir stores	453220
MYRAS HOME DECOR & GIFTS	Gift, novelty & souvenir stores	453220
REYNOLDS BALLOON & PARTY	Gift, novelty & souvenir stores	453220
COBORN'S, INCORPORATED	Grocery stores	445110
PENNY S PANTRY	Grocery stores	445110
WALMART	Grocery stores	445110
ACE HARDWARE	Hardware stores	444130
SNAP-ON TOOLS	Hardware stores	444130
TRUE VALUE (MARV'S)	Hardware stores	444130
CAPES CUSTOM CLEANING	Home / garden equipment & appliance repair	811412
E & N APPILIANCE REPAIR	Home / garden equipment & appliance repair	811412
KEITH S REPAIR, INC.	Home / garden equipment & appliance repair	811412
MECHANX SMALL ENGINE REPA	Home / garden equipment & appliance repair	811411
PRECISION BLADE SHARPENING	Home / garden equipment & appliance repair	811411
M&G BUILDERS AND SIDING LLC	Home centers	444110
ART N' SEW	Home furnishings stores	442299
CARPET PLUS CLEANING & RESTORATION LLC	Home furnishings stores	442210
COOK'S FLOOR COVERINGS	Home furnishings stores	442210
HI-PERFORMANCE FLOORING LLC	Home furnishings stores	442210
M.A.D. FLOORING LLC	Home furnishings stores	442210
NATIONWIDE FLOORCOVERING SPECI	Home furnishings stores	442210
RMD FLOORS & MORE LLC	Home furnishings stores	442210
DIAMONDHEAD JEWELERS	Jewelry stores	448310
MICHELLE RONALD GENSLER	Jewelry stores	448310
AGS / AMERICAN GARDEN SUPPLY	Lawn & garden equipment & supplies stores	444220
CENTRAL FEED	Lawn & garden equipment & supplies stores	444220
ECO-IZER FERTILIZER COMPANY, LLC	Lawn & garden equipment & supplies stores	444220
BURGER KING	Limited-service eating places	722211

CARRY CASEYS OUT PIZZA	Limited-service eating places	722211
CARRY CASEYS OUT PIZZA	Limited-service eating places	722211
CHINA HOUSE	Limited-service eating places	722211
COFFEE CORNER	Limited-service eating places	722211
COME AND TAKE IT BBQ LLC	Limited-service eating places	722211
DAIRY QUEEN	Limited-service eating places	722211
DOMINO'S PIZZA	Limited-service eating places	722211
MCDONALDS	Limited-service eating places	722211
NEW CHINA CHINESE RESTAURANT	Limited-service eating places	722211
PAPPA MURPHY'S PIZZA	Limited-service eating places	722211
PIZZA BARN	Limited-service eating places	722211
PIZZA BARN OF PRINCETON	Limited-service eating places	722211
PIZZA HUT	Limited-service eating places	722211
SANTA LUCIA'S ICE CREAM	Limited-service eating places	722211
SUBWAY	Limited-service eating places	722211
TACO JOHN'S	Limited-service eating places	722211
OSSELL DEPARTMENT STORE	Men's clothing stores	448110
ACE BID COM	Miscellaneous store retailers	453998
A-Z ASSET LIQUIDATION	Miscellaneous store retailers	453998
FEDERATED PROPANE	Miscellaneous store retailers	453998
R J FRAMING & GUNS	Miscellaneous store retailers	453998
ROCKS AND THINGS	Miscellaneous store retailers	453998
B & L CUSTOM TRAILERS	Motorcycle, boat & other motor vehicles	441221
PRINCETON TRAILERS, INCORPORATED.	Motorcycle, boat & other motor vehicles	441221
T NAILS	Nail salons	812113
ACURA	New car dealers	441110
NORTH COUNTRY TOPPERS & TRUCK	New car dealers	441110
PRINCETON AUTO CENTER	New car dealers	441110
PRINCETON VISION CTR	Optical good stores	446130
ANYTIME FITNESS	Other amusement (bowling, golf, fitness)	713940
BEYOND SPORT	Other amusement (bowling, golf, fitness)	713940
COUNTRYVIEW LANES INC	Other amusement (bowling, golf, fitness)	713950
FAIRWAY SHORES	Other amusement (bowling, golf, fitness)	713910
HUDSON-ESSEX TERRAPLANE CLUB INC	Other amusement (bowling, golf, fitness)	713940
PRINCETON FITNESS LLC	Other amusement (bowling, golf, fitness)	713940
PRINCETON GOLF COURSE	Other amusement (bowling, golf, fitness)	713910
PRINCETON HEALTH & FITNESS	Other amusement (bowling, golf, fitness)	713940
PRINCETON LANES & LOUNGE INC	Other amusement (bowling, golf, fitness)	713950
PRINCETON YOUTH HOCKEY ARENA	Other amusement (bowling, golf, fitness)	713940
PRINSTON BASEBALL	Other amusement (bowling, golf, fitness)	713940
TJ FITNESS LLC	Other amusement (bowling, golf, fitness)	713940
IN COUNTRY REPAIR	Other automotive repair & maintenance	811198
PRINCETON CAR WASH	Other automotive repair & maintenance	811192
HEARING CENTER	Other health care (vitamin, medical equip)	446199
ANCHOR 13 TATTOO	Other personal care services (tattoos, spas, piercing)	812199
CUTTING EDGE TANNING	Other personal care services (tattoos, spas, piercing)	812199
FLANIGAN & ASSOCIATE MASSAGE & BODY W	Other personal care services (tattoos, spas, piercing)	812199

MAMA GRACIE'S PREGNANCY SHOP & SPA	Other personal care services (tattoos, spas, piercing)	812199
NIKKI'S	Other personal care services (tattoos, spas, piercing)	812199
PARSON MASSAGE THERAPY	Other personal care services (tattoos, spas, piercing)	812199
REJUVENATE SPA & SALON	Other personal care services (tattoos, spas, piercing)	812199
BIG RIVER RIFLES	Personal goods repair (watch, boat, garment)	811490
BROKEN AERO SERVICES INC	Personal goods repair (watch, boat, garment)	811490
D & S REPAIR	Personal goods repair (watch, boat, garment)	811490
DEE S ALTERATIONS	Personal goods repair (watch, boat, garment)	811490
ELIZABETH LUEBESMIER	Personal goods repair (watch, boat, garment)	811490
WOLFF CYLINDER HEAD	Personal goods repair (watch, boat, garment)	811490
ANDY & TERI'S SECOND CHANCE	Pet & pet supplies stores	453910
BRAMBLES TACK & GIFTS	Pet & pet supplies stores	453910
EXPRESSIVE IMAGES	Pet & pet supplies stores	541921
GOLDEN ACRES HEALTHY PETS	Pet & pet supplies stores	453910
GRAMS BOARDING KENNEL	Pet care (except veterinary services)	812910
HAYES K-9 GROOMING	Pet care (except veterinary services)	812910
KATS PAWS & CLAWS	Pet care (except veterinary services)	812910
OAK MAJESTIC KENNELS	Pet care (except veterinary services)	812910
PAWS UP 4 YOU	Pet care (except veterinary services)	812910
SORAYA KENNELS LLC	Pet care (except veterinary services)	812910
TAILS TO THE TUB GROOMING SHOP	Pet care (except veterinary services)	812910
WINALOT KENNELS	Pet care (except veterinary services)	812910
COBORN'S PHARMACY 19	Pharmacies & drug stores	446110
FAIRVIEW PHARMACIES	Pharmacies & drug stores	446110
BURSCH ADVG & PHOTOGRAPHY	Photographic services	541922
HAPPENSTANCE PHOTOGRAPHY	Photographic services	541921
KASSIE KLOSS PHOTOGRAPHY	Photographic services	541921
MANDI JOHNSON PHOTOGRAPHY	Photographic services	541921
MICHAEL THOMPSON PHOTOGRAPHY	Photographic services	541921
ROSE LOUISE PHOTOGRAPHY	Photographic services	541921
VENSLAND PHOTOGRAPHY LLC	Photographic services	541921
N PETES PUNK	Reupholstery & furniture repair	811420
HIERLINGER'S SHOE STORE	Shoe stores	448210
PAYLESS SHOESOURCE	Shoe stores	448210
BRANDON KURTZ SIDING, INC.	Specialized building material dealers	444190
CUSTOM RAILINGS PLUS LLC	Specialized building material dealers	444190
GUY'S GLASS LLC	Specialized building material dealers	444190
KELLY BRICK AND STONE LLC	Specialized building material dealers	444190
KIENITZ CONCRETE & MASONRY INC	Specialized building material dealers	444190
SULTAN SIDING LLC	Specialized building material dealers	444190
TONY'S FENCING	Specialized building material dealers	444190
VINYLMAN SIDING	Specialized building material dealers	444190
HARVEST THYME NATURAL FOODS	Specialty food stores	445299
J.D. WATKINS ENTERPRISES, INC.	Specialty food stores	445299
MEL S EXTRA DELICIOUS CANDY	Specialty food stores	445292
MINNESOTA FARMERS MARKET	Specialty food stores	445230
PRINCETON MEATS	Specialty food stores	445210

BLUE OX FIRE ARMS LLC	Sporting goods stores	451110
CLUB LEVEL SPORTS CARDS, LLC	Sporting goods stores	451110
FULL METAL GUN SHOP	Sporting goods stores	451110
R J FRAMING & GUNS	Sporting goods stores	451110
REGAL FIREARMS, LLC	Sporting goods stores	451110
WILSON SPORTS	Sporting goods stores	451110
DAVE JOHNSON MOTORS	Used car dealers	441120
GOTTLIEB USED CARS	Used car dealers	441120
RECH MOTORS	Used car dealers	441120
TIBET MOTORS INC	Used car dealers	441120
TRENT'S USED CAR NETWORK INC	Used car dealers	441120
WHOLESALE AUTO	Used car dealers	441120
EMPORIUM BY MON MARCHE	Used merchandise stores	453310
FAMILY PATHWAYS	Used merchandise stores	453310
LOUISE'S BASEMENT	Used merchandise stores	453310
POTTER'S THRIFT	Used merchandise stores	453310
PRINCETON TRADING POST INC	Used merchandise stores	453310
PRINCETON USED CLOTHING CENTER	Used merchandise stores	453310
RENU	Used merchandise stores	453310
THRIFT WITH A TWIST	Used merchandise stores	453310
BE ENVIED BOUTIQUE	Women's clothing stores	448120
OSSELL DEPARTMENT STORE	Women's clothing stores	448120



## APPENDIX D: BUSINESS MIX ANALYSIS

Source: <http://www.extension.umn.edu/community/research/reports/docs/2014-Business-Mix-Report.pdf>

All Minnesota Cities (2,500–4,999 pop) Average of 86 downtowns		Greater Minnesota Cities (2,500–4,999 pop) Average of 65 downtowns	
<i>Business category</i>	<i>Average number of businesses</i>	<i>Business category</i>	<i>Average number of businesses</i>
Beauty salons	2.69	Beauty salons	3.02
Automotive mechanical & electrical repair	1.49	Grocery stores	1.71
Grocery stores	1.47	Automotive mechanical & electrical repair	1.65
Automotive parts, accessories, & tire stores	1.09	Automotive parts, accessories, & tire stores	1.26
Other amusement (bowling, golf, fitness)	1.08	Other amusement (bowling, golf, fitness)	1.18
Drinking places (alcoholic beverages)	1.05	Drinking places (alcoholic beverages)	1.17
Beer, wine, & liquor stores	0.76	Other personal care services (tattoos, spas, piercing)	0.83
Other personal care services (tattoos, spas, piercing)	0.74	Gift, novelty, & souvenir stores	0.82
Gift, novelty, & souvenir stores	0.71	Hardware stores	0.80
Used merchandise stores	0.70	Beer, wine, & liquor stores	0.80
Hardware stores	0.67	Used merchandise stores	0.80
General merchandise stores	0.65	General merchandise stores	0.75
Specialized building material dealers	0.64	Florists	0.74
Florists	0.62	Barber shops	0.74
Automotive body, paint, interior, & glass	0.60	Specialized building material dealers	0.72

**TABLE 2:** Top downtown businesses of cities between 2,500-4,999 in population (within ½-mile radius of city center) **Source:** InfoUSA

# MINNESOTA CITIES BY POPULATION GROUP \*DENOTES CITY IN SEVEN-COUNTY METRO

## Pop. 1,000-2,499

Ada  
Adrian  
Aitkin  
Appleton  
Arlington  
Atwater  
Aurora  
Avon  
Babbitt  
Bagley  
Baudette  
Bird Island  
Blooming Prairie  
Braham  
Breezy Point  
Buhl  
Canby  
Clara  
Clearwater  
Coleraine  
Cologne\*  
Cottonwood  
Crosby  
Crosslake  
Dassel  
Dawson  
Dellwood\*  
Dundas  
East Gull Lake  
Eden Valley  
Edgerton  
Elbow Lake  
Elgin  
Esko  
Excelsior\*  
Eyota  
Fairfax  
Fosston  
Frazee  
Fulda  
Gaylord  
Gilbert  
Glyndon  
Goodhue  
Grand Marais  
Grand Meadow  
Harmony  
Harris  
Hawley  
Hayfield  
Hector  
Hinckley  
Houston  
Howard Lake  
Hoyt Lakes  
Janesville  
Keewatin  
Kenyon  
Lakefield  
Lakeland\*  
Lake St. Croix Beach\*  
Lake Shore  
Lauderdale\*  
Lester Prairie  
Lewiston  
Lexington\*  
Little Rock  
Long Lake  
Madelia  
Madison  
Madison Lake  
Mahnomen  
Mantorville

Maple Lake\*  
Maple Plain\*  
Mapleton  
Mayer\*  
Medford  
Menahga  
Minneota  
Mountain Lake  
New London  
New Richland  
New York Mills  
Nicollet  
Nisswa  
Oakport  
Olivia  
Oronoco  
Ortonville  
Osakis  
Parkers Prairie  
Paynesville  
Pelican Rapids  
Pequot Lakes  
Pierz  
Preston  
Redby  
Red Lake  
Red Lake Falls  
Renville  
Rice  
Richmond  
Rock Creek  
Rockville  
Royalton  
Rushford  
St. Bonifacius\*  
Shafer  
Sherburn  
Silver Bay  
Slayton  
Spicer  
Springfield  
Spring Grove  
Spring Park\*  
Spring Valley  
Stacy  
Starbuck  
Tonka Bay\*  
Tracy  
Truman  
Tyler  
Wanamingo  
Warren  
Warroad  
Waterville  
Waverly  
Wells  
Wheaton  
Winnebago  
Winsted  
Winthrop

## Pop. 2,500-5,000

Afton\*  
Albany  
Annandale  
Arnold  
Barnesville  
Bayport\*  
Becker  
Benson  
Blue Earth  
Breckenridge  
Caledonia  
Cannon Falls

Carver\*  
Centerville\*  
Chatfield  
Chisago City  
Chisholm  
Circle Pines\*  
Cohasset  
Cokato  
Cold Spring  
Columbus\*  
Dayton\*  
Deephaven\*  
Dilworth  
Dodge Center  
Eagle Lake  
Elko New Market\*  
Ely  
Eveleth  
Foley  
Glenwood  
Goodview  
Granite Falls  
Grant\*  
Greenfield\*  
Hanover  
Independence\*  
Jackson  
La Crescent  
Lake Crystal  
Le Center  
Le Sueur  
Lindstrom  
Long Prairie  
Lonsdale  
Luverne  
Melrose  
Milaca  
Montgomery  
Montrose  
Moose Lake  
Mora  
Mountain Iron  
Newport\*  
North Oaks\*  
Norwood Yng America\*  
Nowthen\*  
Oak Park Heights\*  
Osseo\*  
Park Rapids  
Perham  
Pine City  
Pine Island  
Pipestone  
Plainview  
Princeton  
Proctor  
Rockford  
Roseau  
Rush City  
St. Augusta  
St. Charles  
St. James  
Sandstone  
Sauk Centre  
Scandia\*  
Sleepy Eye  
Staples  
Two Harbors  
Wabasha  
Wadena  
Watertown\*  
Wayzata\*  
Windom  
Zumbrota

## Pop. 5,000-10,000

Albertville  
Arden Hills\*  
Baxter  
Belle Plaine\*  
Byron  
Cambridge  
Corcoran\*  
Crookston  
Delano  
Detroit Lakes  
East Grand Forks  
Falcon Heights\*  
Glencoe  
Hermantown  
International Falls  
Isanti  
Jordan\*  
Kasson  
Lake City  
Lake Elmo\*  
Litchfield  
Little Canada\*  
Little Falls  
Mahtomedi\*  
Medina\*  
Minnetrista\*  
Montevideo  
Morris  
Mound\*  
New Prague  
Oak Grove\*  
Orono\*  
Redwood Falls  
Rogers\*  
St. Anthony\*  
St. Francis\*  
St. Joseph  
St. Paul Park\*  
Shorewood\*  
Spring Lake Park\*  
Stewartville  
Thief River Falls  
Victoria\*  
Virginia  
Waite Park  
Waseca  
Wyoming  
Zimmerman

## Pop. 10,000-25,000

Albert Lea  
Alexandria  
Anoka\*  
Austin  
Bemidji  
Big Lake  
Brainerd  
Buffalo  
Champlin\*  
Chanhassen\*  
Chaska\*  
Cloquet  
Columbia Heights\*  
Crystal\*  
East Bethel\*  
Elk River  
Fairmont  
Faribault  
Farmington\*  
Fergus Falls  
Forest Lake\*  
Golden Valley\*  
Grand Rapids

Ham Lake\*  
Hastings\*  
Hibbing  
Hopkins\*  
Hugo\*  
Hutchinson  
Lino Lakes\*  
Marshall  
Mendota Heights\*  
Monticello  
Mounds View\*  
New Brighton\*  
New Hope\*  
New Ulm  
North Branch  
Northfield  
North Mankato  
North St. Paul\*  
Otsego  
Prior Lake\*  
Ramsey\*  
Red Wing  
Robbinsdale\*  
Rosemount\*  
St. Michael  
St. Peter  
Sartell  
Sauk Rapids  
South St. Paul\*  
Stillwater\*  
Vadnais Heights\*  
Waconia\*  
West St. Paul\*  
White Bear Lake\*  
Willmar  
Worthington

## Pop. 25,000-50,000

Andover\*  
Brooklyn Center\*  
Cottage Grove\*  
Edina\*  
Fridley\*  
Inver Grove Heights\*  
Mankato  
Maplewood\*  
Moorhead  
Oakdale\*  
Owatonna  
Richfield\*  
Roseville\*  
St. Louis Park\*  
Savage\*  
Shakopee\*  
Shoreview\*  
Winona

## Pop. 50,000-100,000

Apple Valley\*  
Blaine\*  
Bloomington\*  
Brooklyn Park\*  
Burnsville\*  
Coon Rapids\*  
Duluth  
Eagan\*  
Eden Prairie\*  
Lakeville\*  
Maple Grove\*  
Minnetonka\*  
Plymouth\*  
St. Cloud  
Woodbury\*

Minnesota cities with 2,500-5,000 population (Average of 86 downtowns) Source: InfoUSA

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.10	1,239	0.15	2,456	0.26	5,439
44112000	Used car dealers	0.21	570	0.44	1,202	0.88	1,974
44121000	Recreational vehicle dealers	0.03	97	0.05	384	0.10	890
44122000	Motorcycle, boat, & other motor vehicles	0.17	289	0.24	410	0.48	1,854
44130000	Automotive parts, accessories, & tire stores	0.67	604	1.09	975	1.56	1,518
44210000	Furniture stores	0.26	313	0.33	391	0.43	633
44220000	Home furnishings stores	0.33	269	0.43	345	0.65	651
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.02	41	0.03	57	0.07	147
44412000	Paint & wallpaper stores	0.10	95	0.12	112	0.17	200
44413000	Hardware stores	0.63	959	0.67	992	0.90	1,435
44419000	Specialized building material dealers	0.35	600	0.64	1,131	1.09	1,927
44420000	Lawn & garden equipment & supplies stores	0.12	249	0.20	387	0.37	478
44510000	Grocery stores	0.86	3,827	1.47	6,941	2.26	11,797
44520000	Specialty food stores	0.28	284	0.34	988	0.48	1,270
44530000	Beer, wine, & liquor stores	0.52	826	0.76	1,134	0.93	1,442
44611000	Pharmacies & drug stores	0.48	930	0.59	1,121	0.90	1,634
44612000	Cosmetics, beauty supplies, perfume stores	0.01	3	0.02	6	0.03	8
44613000	Optical goods stores	0.09	45	0.12	60	0.15	82
44619000	Other health care (vitamin, medical equip)	0.21	116	0.36	207	0.44	249
44710000	Gasoline stations	0.34	987	0.57	1,813	0.95	3,932
44811000	Men's clothing stores	0.09	49	0.09	49	0.12	65
44812000	Women's clothing stores	0.22	154	0.23	160	0.26	169
44813000	Children's & infants' clothing stores	0.01	2	0.03	15	0.05	22
44814000	Family clothing stores	0.22	317	0.27	360	0.31	375
44815000	Clothing accessories stores	0.06	25	0.06	25	0.06	25
44819000	Specialized clothing stores (dress, etc)	0.07	79	0.12	88	0.15	94
44821000	Shoe stores	0.10	42	0.12	75	0.14	99
44831000	Jewelry stores	0.28	315	0.28	315	0.40	399
44832000	Luggage & leather goods stores	0.02	21	0.02	21	0.03	35
45111000	Sporting goods stores	0.13	50	0.21	74	0.50	175
45112000	Hobby, toy, & game stores	0.10	59	0.27	116	0.33	141
45113000	Sewing, needlework, & piece goods stores	0.19	85	0.21	90	0.22	107
45114000	Musical instrument & supplies stores	0.08	55	0.10	60	0.13	76
45121000	Book Stores	0.12	60	0.14	76	0.14	76
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.50	601	0.65	875	0.84	1,729
45310000	Florists	0.44	99	0.62	151	1.77	1,215
45321000	Office supplies & stationery stores	0.08	25	0.09	49	0.12	68
45322000	Gift, novelty, & souvenir stores	0.63	235	0.71	269	0.94	384
45330000	Used merchandise stores	0.59	213	0.70	238	0.99	340
45391000	Pet & pet supplies stores	0.07	44	0.09	68	0.10	84
45392000	Art dealers	0.13	307	0.21	378	0.23	395
51213000	Motion picture & video exhibition	0.20	114	0.21	121	0.23	136
53210000	Automotive equipment rental & leasing	0.06	80	0.16	199	0.33	590
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.02	3
53223000	Video tape & disc rental	0.20	50	0.34	76	0.50	157
53230000	General rental centers	0.02	20	0.07	38	0.16	126
54192000	Photographic services	0.38	95	0.51	117	0.62	138
71310000	Amusement parks & arcades	0.00	-	0.01	2	0.02	6
71390000	Other amusement (bowling, golf, fitness)	0.79	318	1.08	444	1.90	945
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	0.91	357	1.05	418	1.21	477
81111000	Automotive mechanical & electrical repair	0.79	347	1.49	585	2.36	981
81112000	Automotive body, paint, interior, & glass	0.34	89	0.60	181	1.17	369
81119000	Other automotive repair & maintenance	0.05	15	0.15	48	0.44	134
81141000	Home/garden equipment & appliance repair	0.16	56	0.29	85	0.38	126
81142000	Reupholstery & furniture repair	0.03	5	0.05	7	0.12	15
81143000	Footwear & leather goods repair	0.01	1	0.05	5	0.06	12
81149000	Personal goods repair (watch, boat, garment)	0.12	61	0.20	88	0.43	178
81211100	Barber shops	0.52	49	0.58	53	0.64	57
81211200	Beauty salons	2.22	406	2.69	466	3.53	662
81211300	Nail salons	0.06	8	0.07	10	0.12	15
81219000	Other personal care services (tattoos, spas, piercing)	0.57	75	0.74	99	1.07	139
81231000	Coin-operated laundries & drycleaners	0.06	6	0.06	6	0.15	16
81232000	Dry cleaning & laundry (except coin-operated)	0.10	16	0.19	54	0.26	80
81291000	Pet care (except veterinary) services	0.20	30	0.33	52	0.42	63
Total		17.78	13,010	24.80	16,456	37.13	28,333

Minnesota non-metro cities with 2,500-5,000 population (Average of 65 downtowns) Source: InfoUSA

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.11	1,070	0.17	8,025	0.29	13,517
44112000	Used car dealers	0.22	661	0.49	1,466	0.95	2,261
44121000	Recreational vehicle dealers	0.05	128	0.06	508	0.11	616
44122000	Motorcycle, boat, & other motor vehicles	0.20	339	0.28	478	0.55	2,284
44130000	Automotive parts, accessories, & tire stores	0.78	651	1.26	994	1.80	1,641
44210000	Furniture stores	0.34	414	0.42	513	0.51	659
44220000	Home furnishings stores	0.35	290	0.45	342	0.72	710
44311000	Appliance, television, & other electronics stores	0.00	-	0.00	-	0.00	-
44312000	Computer & software stores	0.00	-	0.00	-	0.00	-
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.03	54	0.05	75	0.09	194
44412000	Paint & wallpaper stores	0.09	58	0.09	58	0.17	175
44413000	Hardware stores	0.74	1,067	0.80	1,111	1.05	1,661
44419000	Specialized building material dealers	0.40	753	0.72	1,286	1.22	2,231
44420000	Lawn & garden equipment & supplies stores	0.11	166	0.18	332	0.35	412
44510000	Grocery stores	0.97	4,673	1.71	112	2.62	123
44520000	Specialty food stores	0.34	312	0.42	1,243	0.57	1,555
44530000	Beer, wine, & liquor stores	0.51	810	0.80	1,203	1.00	1,545
44611000	Pharmacies & drug stores	0.54	1,045	0.69	1,298	0.98	1,791
44612000	Cosmetics, beauty supplies, perfume stores	0.02	4	0.03	8	0.05	10
44613000	Optical goods stores	0.09	44	0.12	64	0.17	93
44619000	Other health care (vitamin, medical equip)	0.23	137	0.35	188	0.45	229
44710000	Gasoline stations	0.37	1,106	0.66	2,170	1.11	4,360
44811000	Men's clothing stores	0.12	65	0.12	65	0.14	71
44812000	Women's clothing stores	0.22	136	0.22	136	0.23	141
44813000	Children's & infants' clothing stores	0.02	2	0.05	20	0.05	20
44814000	Family clothing stores	0.17	104	0.18	263	0.23	378
44815000	Clothing accessories stores	0.06	24	0.06	24	0.06	24
44819000	Specialized clothing stores (dress, etc)	0.03	35	0.09	47	0.09	47
44821000	Shoe stores	0.14	55	0.15	100	0.17	111
44831000	Jewelry stores	0.29	179	0.29	179	0.37	223
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.02	18
45111000	Sporting goods stores	0.15	64	0.23	82	0.54	184
45112000	Hobby, toy, & game stores	0.11	62	0.29	125	0.31	127
45113000	Sewing, needlework, & piece goods stores	0.23	108	0.26	114	0.26	114
45114000	Musical instrument & supplies stores	0.09	45	0.11	48	0.12	59
45121000	Book Stores	0.12	57	0.14	72	0.14	72
45122000	Tape, compact disc, & record stores	0.00	-	0.00	-	0.00	-
45200000	General merchandise stores	0.60	611	0.75	877	0.98	1,981
45310000	Florists	0.51	118	0.74	187	0.92	233
45321000	Office supplies & stationery stores	0.11	34	0.12	65	0.14	67
45322000	Gift, novelty, & souvenir stores	0.74	272	0.82	303	1.06	438
45330000	Used merchandise stores	0.68	232	0.80	86	1.08	169
45391000	Pet & pet supplies stores	0.03	31	0.06	63	0.06	63
45392000	Art dealers	0.17	406	0.22	451	0.23	464
51213000	Motion picture & video exhibition	0.26	150	0.28	160	0.31	180
53210000	Automotive equipment rental & leasing	0.06	41	0.17	2,675	0.34	6,093
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.02	3
53223000	Video tape & disc rental	0.22	55	0.38	182	0.54	446
53230000	General rental centers	0.02	2	0.05	12	0.14	92
54192000	Photographic services	0.49	115	0.63	141	0.74	160
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.02	5
71390000	Other amusement (bowling, golf, fitness)	0.92	301	1.18	410	2.11	954
72210000	Full-service restaurants	0.00	-	0.00	-	0.00	-
72220000	Limited-service eating places	0.00	-	0.00	-	0.00	-
72240000	Drinking places (alcoholic beverages)	1.00	404	1.17	460	1.34	526
81111000	Automotive mechanical & electrical repair	0.94	376	1.65	632	2.62	1,066
81112000	Automotive body, paint, interior, & glass	0.35	92	0.66	183	1.22	375
81119000	Other automotive repair & maintenance	0.03	5	0.14	35	0.51	135
81141000	Home/garden equipment & appliance repair	0.20	73	0.34	100	0.45	151
81142000	Reupholstery & furniture repair	0.02	3	0.03	4	0.08	9
81143000	Footwear & leather goods repair	0.02	1	0.05	6	0.05	6
81149000	Personal goods repair (watch, boat, garment)	0.09	47	0.18	80	0.38	143
81211100	Barber shops	0.66	62	0.74	68	0.78	70
81211200	Beauty salons	2.49	380	3.02	437	3.94	589
81211300	Nail salons	0.05	4	0.05	4	0.06	5
81219000	Other personal care services (tattoos, spas, piercing)	0.69	91	0.83	110	1.15	145
81231000	Coin-operated laundries & drycleaners	0.06	7	0.06	7	0.18	20
81232000	Dry cleaning & laundry (except coin-operated)	0.12	18	0.20	45	0.23	48
81291000	Pet care (except veterinary) services	0.17	28	0.26	41	0.37	56
Total		20.00	13,666	27.60	19,280	39.58	31,668



## APPENDIX E: Market Profile

UNIVERSITY OF MINNESOTA  
EXTENSION

Princeton, Minnesota, United States Rings:  
7 mile radii

Prepared by Esri  
Latitude: 45.56996  
Longitude: -93.58163

	7 miles
<b>Population Summary</b>	
2000 Total Population	13,918
2010 Total Population	18,266
2015 Total Population	18,430
2015 Group Quarters	168
2020 Total Population	18,695
2015-2020 Annual Rate	0.29%
<b>Household Summary</b>	
2000 Households	5,056
2000 Average Household Size	2.72
2010 Households	6,684
2010 Average Household Size	2.71
2015 Households	6,782
2015 Average Household Size	2.69
2020 Households	6,891
2020 Average Household Size	2.69
2015-2020 Annual Rate	0.32%
2010 Families	4,932
2010 Average Family Size	3.10
2015 Families	4,976
2015 Average Family Size	3.09
2020 Families	5,040
2020 Average Family Size	3.09
2015-2020 Annual Rate	0.26%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,292
Owner Occupied Housing Units	82.2%
Renter Occupied Housing Units	13.3%
Vacant Housing Units	4.5%
2010 Housing Units	7,173
Owner Occupied Housing Units	78.9%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	6.8%
2015 Housing Units	7,297
Owner Occupied Housing Units	78.3%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	7.1%
2020 Housing Units	7,443
Owner Occupied Housing Units	77.7%
Renter Occupied Housing Units	14.8%
Vacant Housing Units	7.4%
<b>Median Household Income</b>	
2015	\$64,008
2020	\$75,009
<b>Median Home Value</b>	
2015	\$169,734
2020	\$217,857
<b>Per Capita Income</b>	
2015	\$26,890
2020	\$30,040
<b>Median Age</b>	
2010	37.4
2015	38.3
2020	39.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 11, 2015

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## Market Profile

Princeton, Minnesota, United States  
Rings: 7 mile radii

Prepared by Esri  
Latitude: 45.56996  
Longitude: -93.58163

**7 miles**

### 2015 Households by Income

Household Income Base	6,782
<\$15,000	7.4%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	20.6%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	2.6%
\$200,000+	2.1%
Average Household Income	\$73,178

### 2020 Households by Income

Household Income Base	6,891
<\$15,000	6.9%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	24.3%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	3.2%
\$200,000+	2.4%
Average Household Income	\$81,641

### 2015 Owner Occupied Housing Units by Value

Total	5,713
<\$50,000	2.5%
\$50,000 - \$99,999	12.7%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	28.0%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.1%
Average Home Value	\$184,137

### 2020 Owner Occupied Housing Units by Value

Total	5,786
<\$50,000	2.3%
\$50,000 - \$99,999	11.2%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	18.3%
\$250,000 - \$299,999	13.6%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.1%
Average Home Value	\$239,914

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 11, 2015

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## Market Profile

UNIVERSITY OF MINNESOTA  
**EXTENSION**

Princeton, Minnesota, United States  
Rings: 7 mile radii

Prepared by Esri  
Latitude: 45.56996  
Longitude: -93.58163

		7 miles
<b>2010 Population by Age</b>		
Total		18,266
0 - 4		7.1%
5 - 9		7.4%
10 - 14		7.7%
15 - 24		12.0%
25 - 34		12.6%
35 - 44		14.6%
45 - 54		16.3%
55 - 64		10.6%
65 - 74		6.7%
75 - 84		3.5%
85 +		1.6%
18 +		73.4%
<b>2015 Population by Age</b>		
Total		18,431
0 - 4		6.7%
5 - 9		7.1%
10 - 14		7.1%
15 - 24		12.4%
25 - 34		12.4%
35 - 44		13.1%
45 - 54		15.3%
55 - 64		12.6%
65 - 74		7.8%
75 - 84		3.8%
85 +		1.7%
18 +		75.2%
<b>2020 Population by Age</b>		
Total		18,694
0 - 4		6.5%
5 - 9		6.7%
10 - 14		7.4%
15 - 24		11.5%
25 - 34		12.2%
35 - 44		13.8%
45 - 54		13.0%
55 - 64		13.9%
65 - 74		8.5%
75 - 84		4.7%
85 +		1.9%
18 +		75.5%
<b>2010 Population by Sex</b>		
Males		9,240
Females		9,026
<b>2015 Population by Sex</b>		
Males		9,304
Females		9,127
<b>2020 Population by Sex</b>		
Males		9,433
Females		9,262

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 11, 2015



### 7 miles

#### 2010 Population by Race/Ethnicity

Total	18,265
White Alone	97.0%
Black Alone	0.3%
American Indian Alone	0.5%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	1.4%
Diversity Index	8.5

#### 2015 Population by Race/Ethnicity

Total	18,430
White Alone	96.5%
Black Alone	0.4%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.6%
Diversity Index	9.8

#### 2020 Population by Race/Ethnicity

Total	18,695
White Alone	95.9%
Black Alone	0.5%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.0%
Hispanic Origin	1.9%
Diversity Index	11.5

#### 2010 Population by Relationship and Household Type

Total	18,266
In Households	99.1%
In Family Households	86.5%
Householder	26.9%
Spouse	22.0%
Child	32.6%
Other relative	2.2%
Nonrelative	2.8%
In Nonfamily Households	12.6%
In Group Quarters	0.9%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.





### 7 miles

#### 2015 Population 25+ by Educational Attainment

Total	12,300
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	29.4%
GED/Alternative Credential	5.1%
Some College, No Degree	26.1%
Associate Degree	13.1%
Bachelor's Degree	11.6%
Graduate/Professional Degree	4.5%

#### 2015 Population 15+ by Marital Status

Total	14,593
Never Married	28.1%
Married	56.5%
Widowed	4.2%
Divorced	11.2%

#### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	95.9%
Civilian Unemployed	4.1%

#### 2015 Employed Population 16+ by Industry

Total	9,354
Agriculture/Mining	1.5%
Construction	10.3%
Manufacturing	19.7%
Wholesale Trade	2.2%
Retail Trade	12.8%
Transportation/Utilities	7.8%
Information	1.2%
Finance/Insurance/Real Estate	4.8%
Services	36.0%
Public Administration	3.5%

#### 2015 Employed Population 16+ by Occupation

Total	9,354
White Collar	52.3%
Management/Business/Financial	10.8%
Professional	18.0%
Sales	11.3%
Administrative Support	12.1%
Services	14.9%
Blue Collar	32.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	8.3%
Installation/Maintenance/Repair	5.2%
Production	10.2%
Transportation/Material Moving	8.7%



## Market Profile

Princeton, Minnesota, United States  
Rings: 7 mile radii

Prepared by Esri  
Latitude: 45.56996  
Longitude: -93.58163

	7 miles
<b>2010 Households by Type</b>	
Total	6,684
Households with 1 Person	20.2%
Households with 2+ People	79.8%
Family Households	73.8%
Husband-wife Families	60.3%
With Related Children	27.9%
Other Family (No Spouse Present)	13.5%
Other Family with Male Householder	5.5%
With Related Children	3.7%
Other Family with Female Householder	8.0%
With Related Children	5.5%
Nonfamily Households	6.0%
All Households with Children	37.9%
Multigenerational Households	3.3%
Unmarried Partner Households	8.1%
Male-female	7.8%
Same-sex	0.3%
<b>2010 Households by Size</b>	
Total	6,683
1 Person Household	20.2%
2 Person Household	34.9%
3 Person Household	16.4%
4 Person Household	16.6%
5 Person Household	7.6%
6 Person Household	2.9%
7 + Person Household	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	6,684
Owner Occupied	84.6%
Owned with a Mortgage/Loan	67.0%
Owned Free and Clear	17.6%
Renter Occupied	15.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 11, 2015

47



## Net Worth Profile

Princeton, Minnesota, United States  
Ring: 7 mile radius

Prepared by Esri  
Latitude: 45.56996  
Longitude: -93.58163

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	18,266	18,430	18,695	265	0.29%
Median Age	37.4	38.3	39.1	0.8	0.41%
Households	6,684	6,782	6,891	109	0.32%
Average Household Size	2.71	2.69	2.69	0.00	0.00%

2015 Households by Net Worth	Number	Percent
Total	6,782	100.0%
<\$15,000	1,068	15.7%
\$15,000-\$34,999	378	5.6%
\$35,000-\$49,999	247	3.6%
\$50,000-\$74,999	426	6.3%
\$75,000-\$99,999	366	5.4%
\$100,000-\$149,999	570	8.4%
\$150,000-\$249,999	986	14.5%
\$250,000-\$500,000	1,526	22.5%
\$500,000+	1,215	17.9%
Median Net Worth	\$175,510	
Average Net Worth	\$533,555	

2015 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	201	969	1,247	1,600	1,322	815	628
<\$15,000	74	210	216	225	178	65	102
\$15,000-\$34,999	40	99	83	68	40	19	27
\$35,000-\$49,999	23	46	70	39	38	20	11
\$50,000-\$99,999	36	222	184	142	84	63	61
\$100,000-\$149,999	8	141	127	94	79	72	48
\$150,000-\$249,999	11	139	220	247	159	109	102
\$250,000+	10	112	347	783	743	467	277
Median Net Worth	\$25,630	\$72,090	\$123,974	\$240,754	\$250,001	\$250,001	\$203,809
Average Net Worth	\$62,280	\$154,466	\$301,249	\$512,307	\$852,353	\$1,003,603	\$503,629

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# LifeMode Group: Cozy Country Living Green Acres

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: \$72,000

6A

## WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

## SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

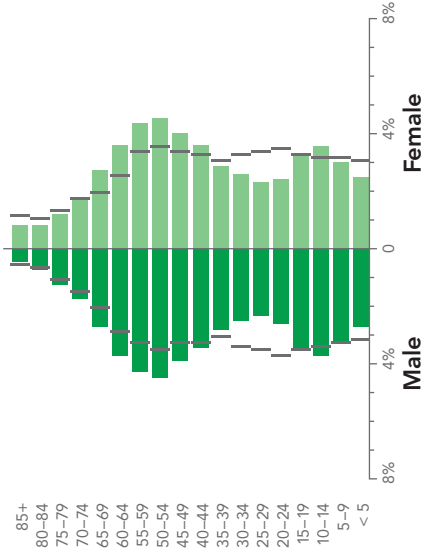
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

## AGE BY SEX

(Esri data)

**Median Age: 43.0** US: 37.6

Indicates US

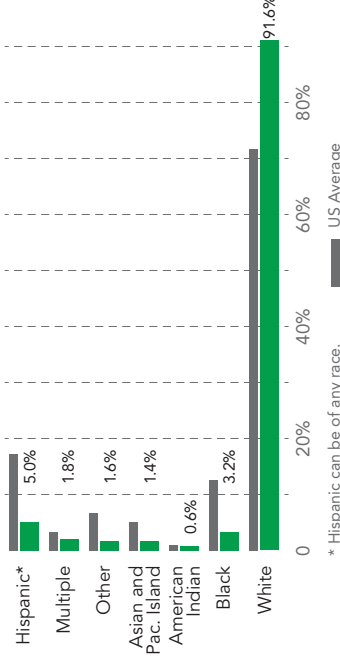


## RACE AND ETHNICITY

(Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

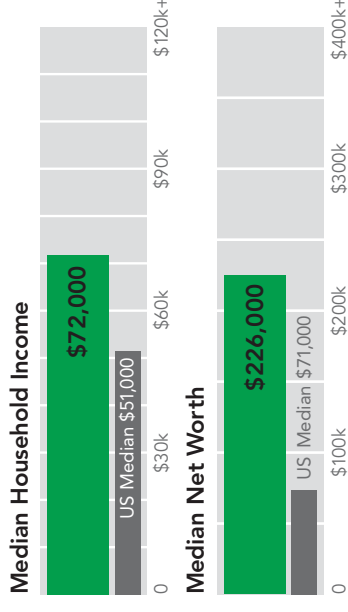
**Diversity Index: 24.0** US: 62.1



\* Hispanic can be of any race.

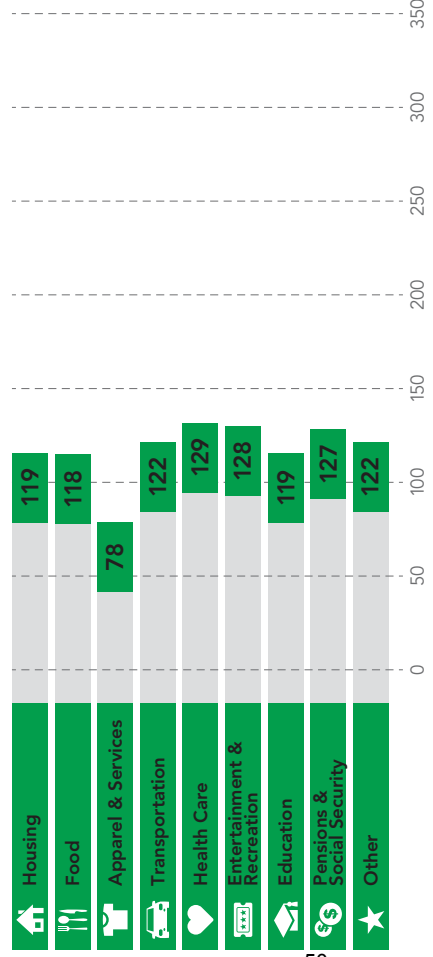
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



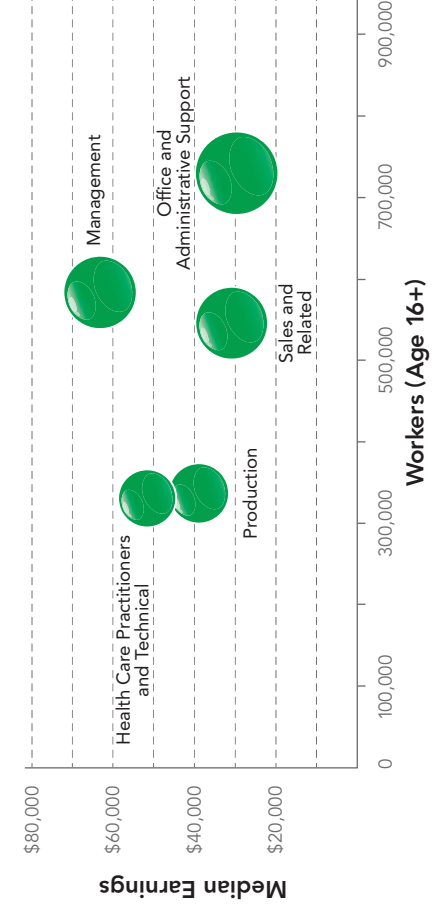
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

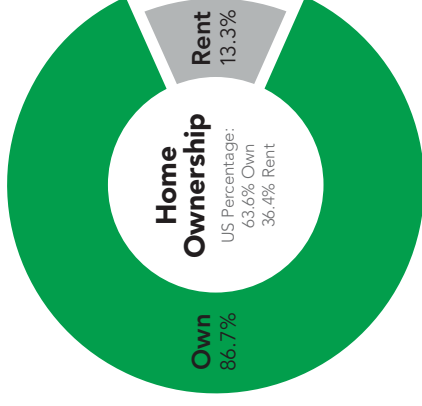
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



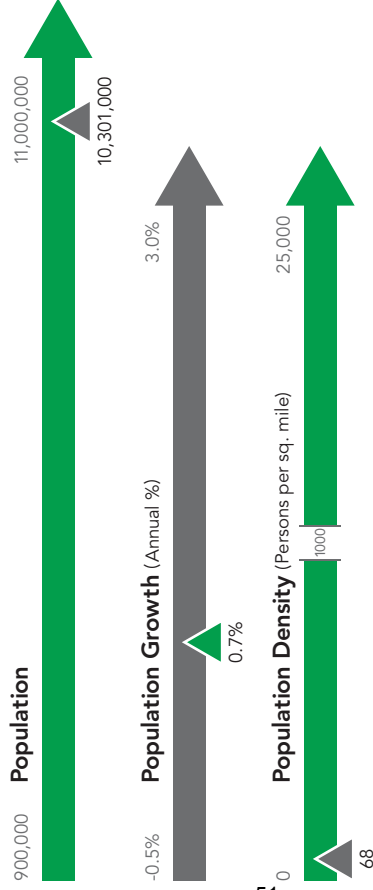
**Typical Housing:**  
Single Family

**Median Value:**  
\$197,000  
US Median: \$177,000



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# Heartland Communities

Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: \$39,000



## WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

## SOCIOECONOMIC TRAITS

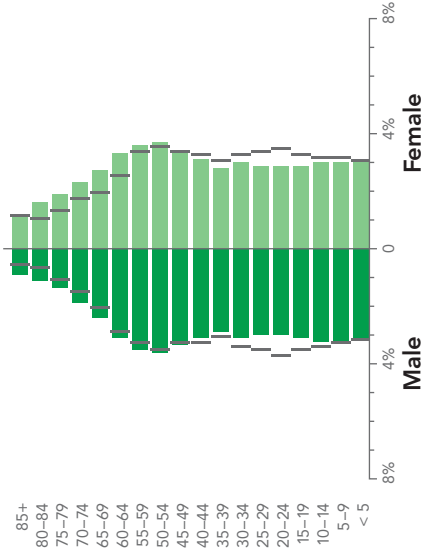
- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

## AGE BY SEX (Esri data)

**Median Age: 41.5** US: 37.6

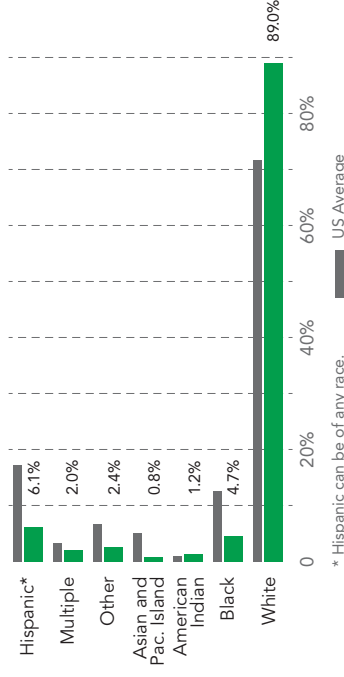
Indicates US



## RACE AND ETHNICITY (Esri data)

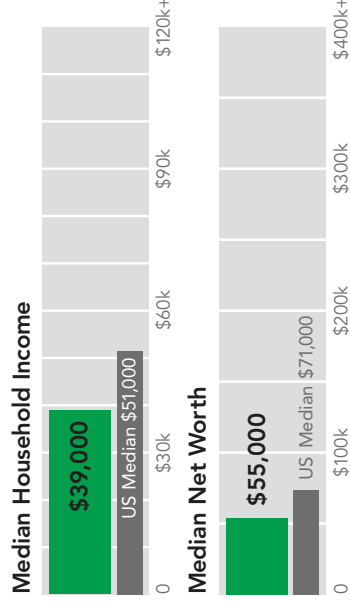
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 29.6** US: 62.1



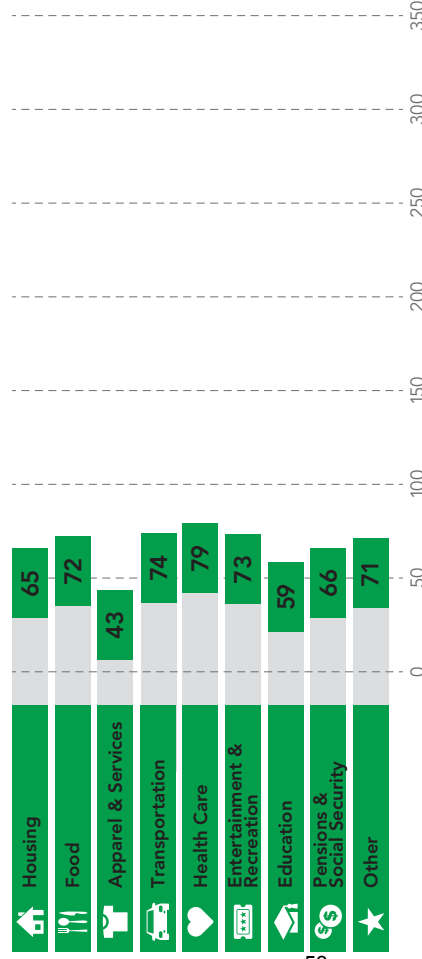
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



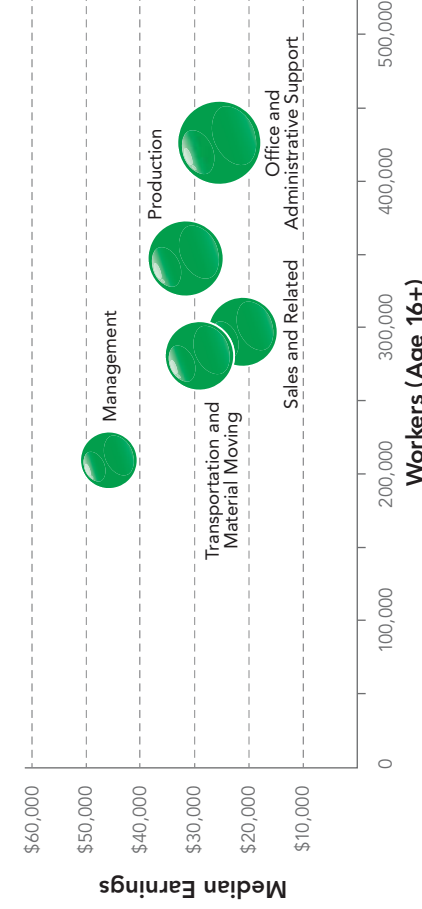
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## HOUSING

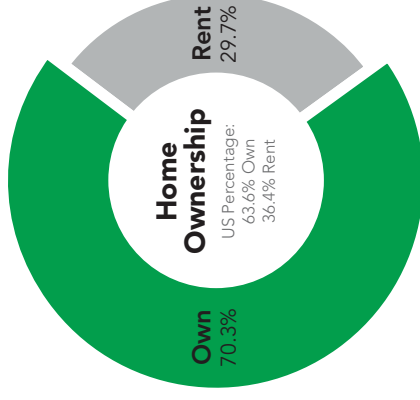
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

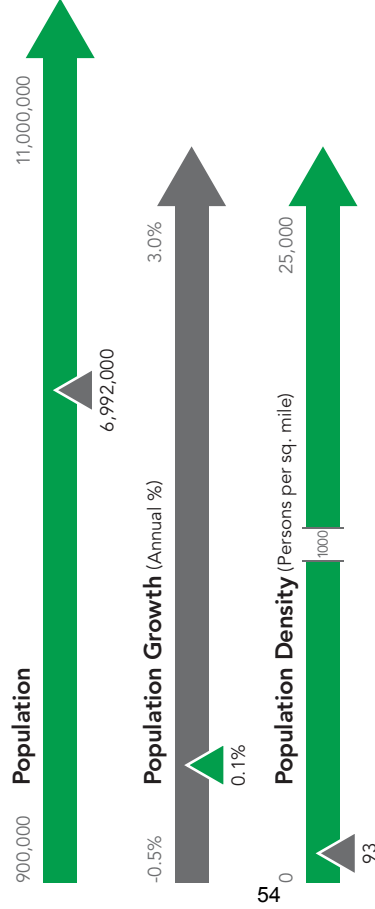
**Median Value:**  
\$89,000

US Median: \$177,000



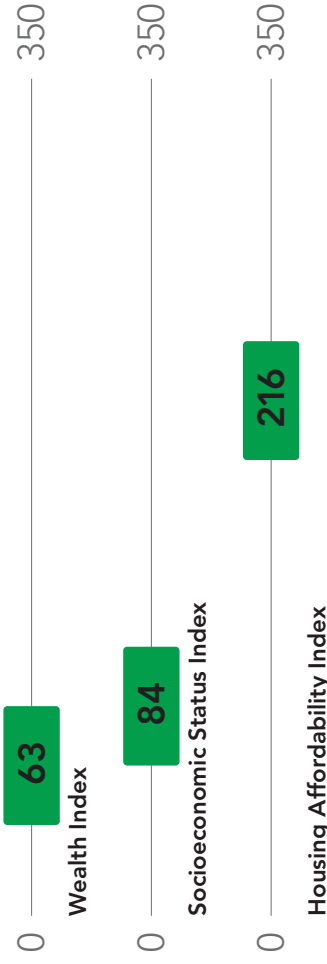
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# LifeMode Group: Family Landscapes

## Middleburg

4C

Households: 3,319,000

Average Household Size: 2.73

Median Age: 35.3

Median Household Income: \$55,000

### WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

### SOCIOECONOMIC TRAITS

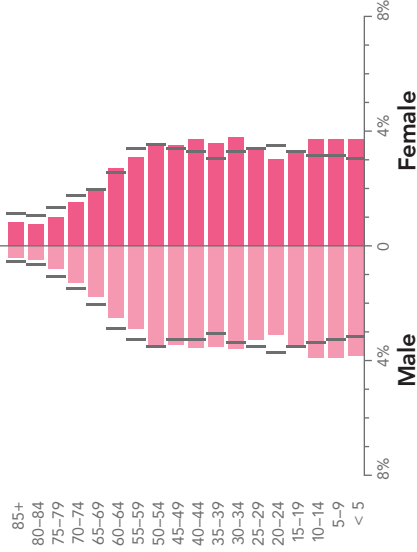
- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

## AGE BY SEX

(Esri data)

**Median Age: 35.3** US: 37.6

Indicates US

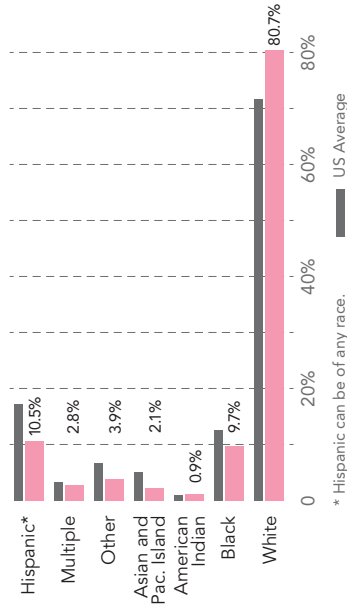


## RACE AND ETHNICITY

(Esri data)

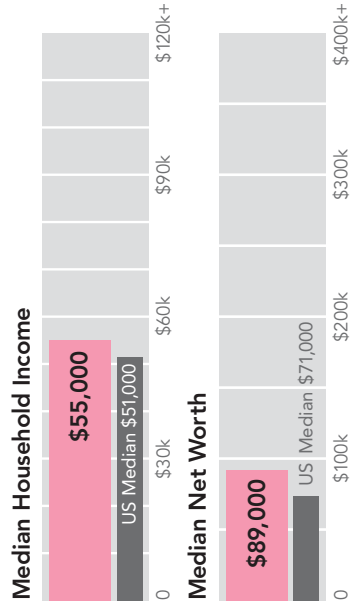
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 46.3** US: 62.1



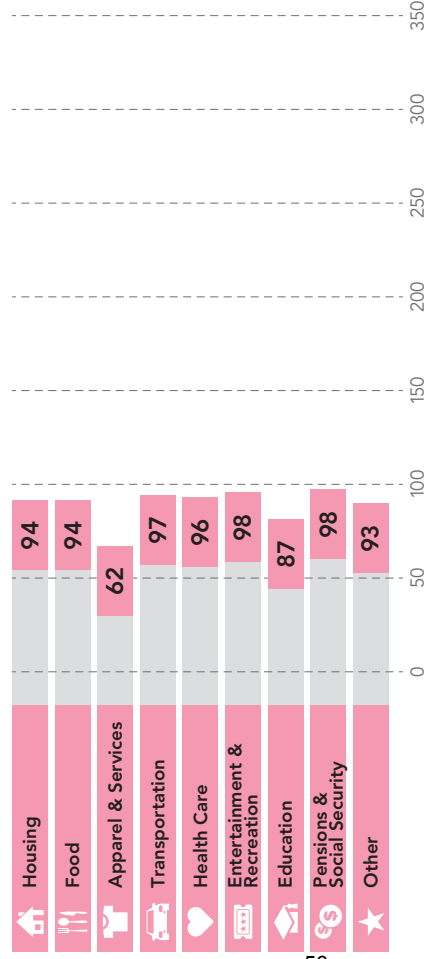
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



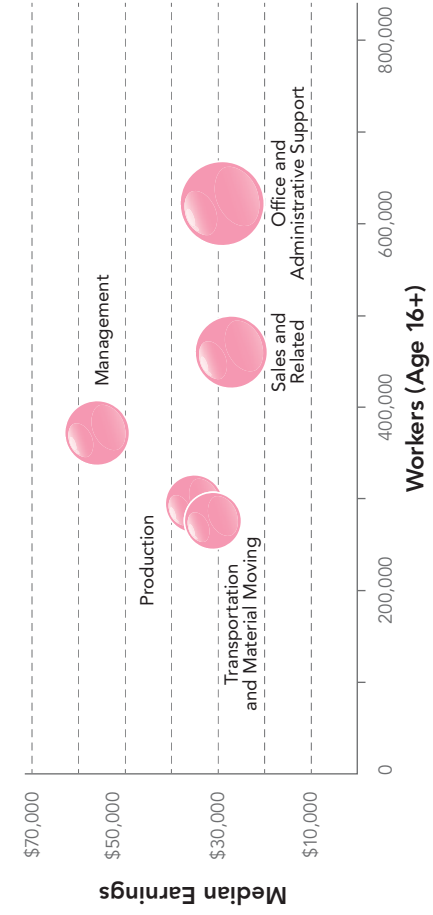
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

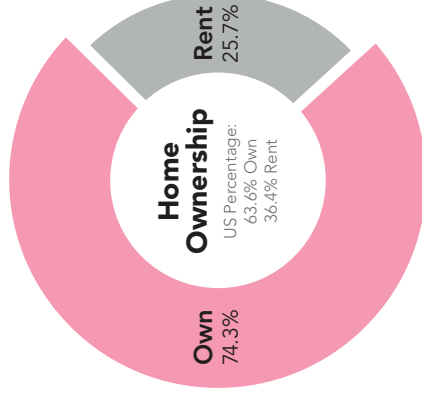
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



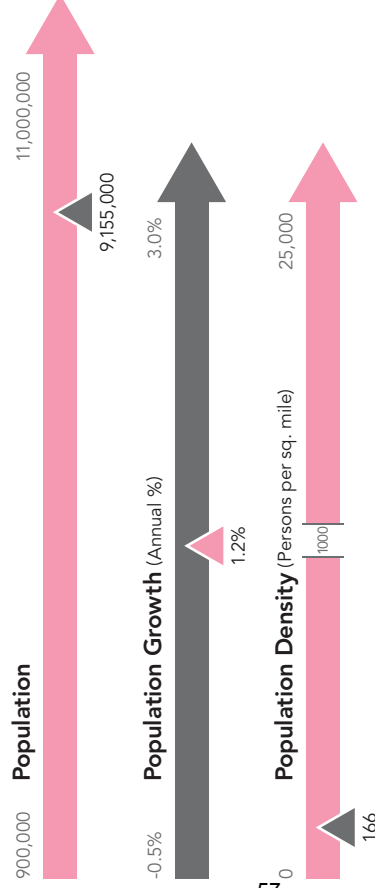
**Typical Housing:**  
Single Family

**Median Value:**  
\$158,000  
US Median: \$177,000



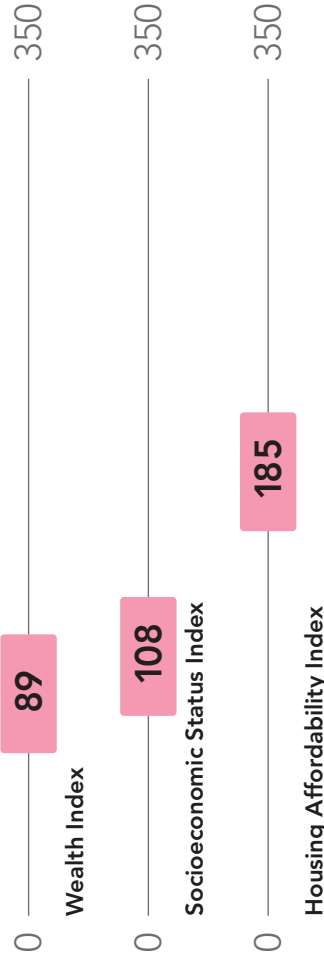
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







# LifeMode Group: Cozy Country Living Salt of the Earth

6B

Households: 3,517,000

Average Household Size: 2.58

Median Age: 43.1

Median Household Income: \$53,000

## WHO ARE WE?

*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

## OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

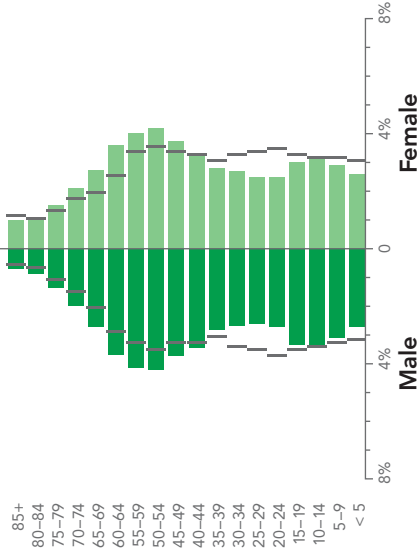
## SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

## AGE BY SEX (Esri data)

**Median Age: 43.1** US: 37.6

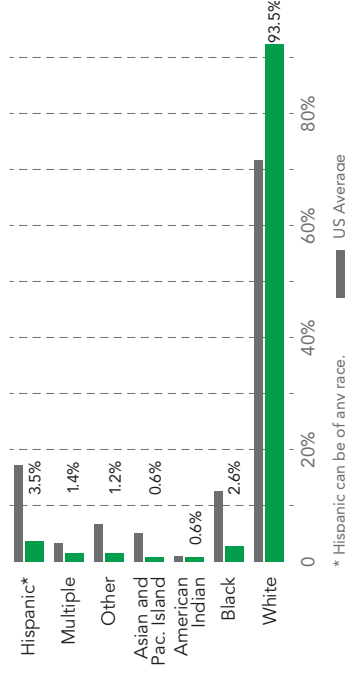
Indicates US



## RACE AND ETHNICITY (Esri data)

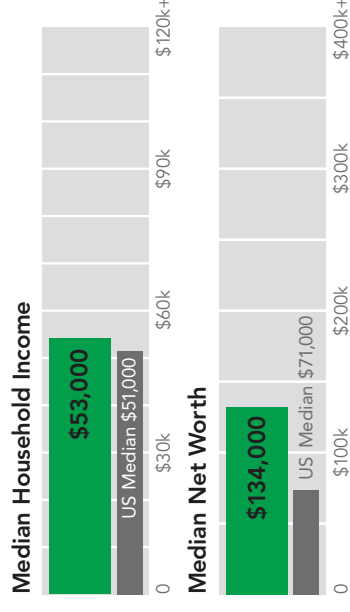
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 18.3** US: 62.1



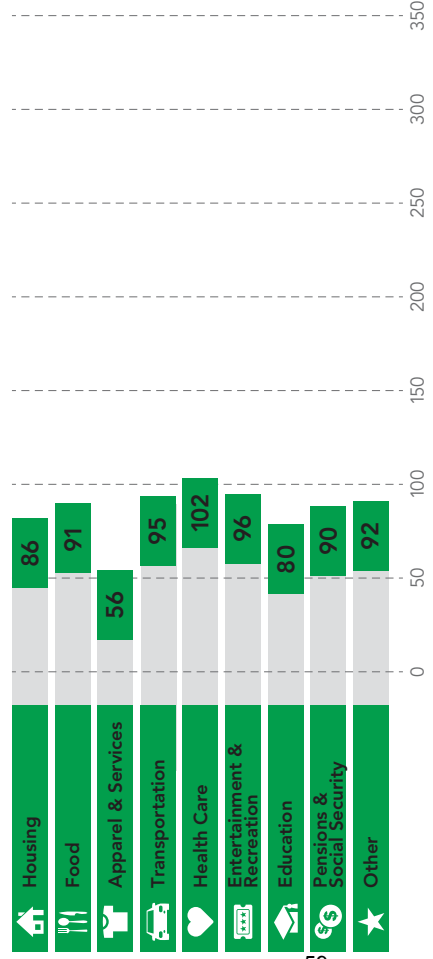
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



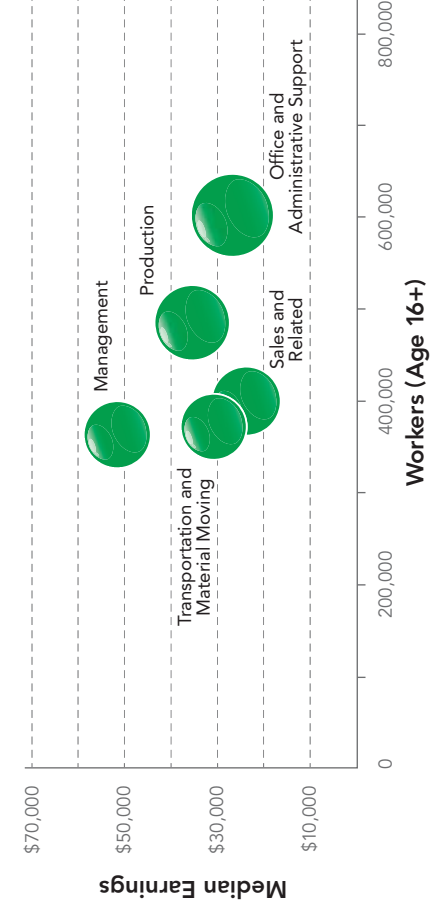
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

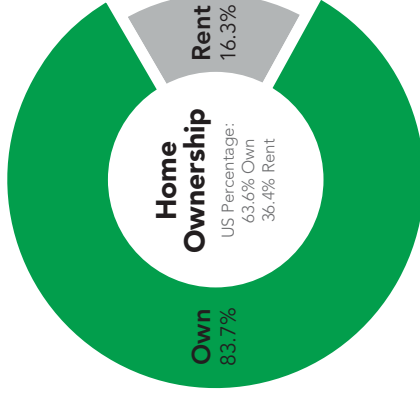
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



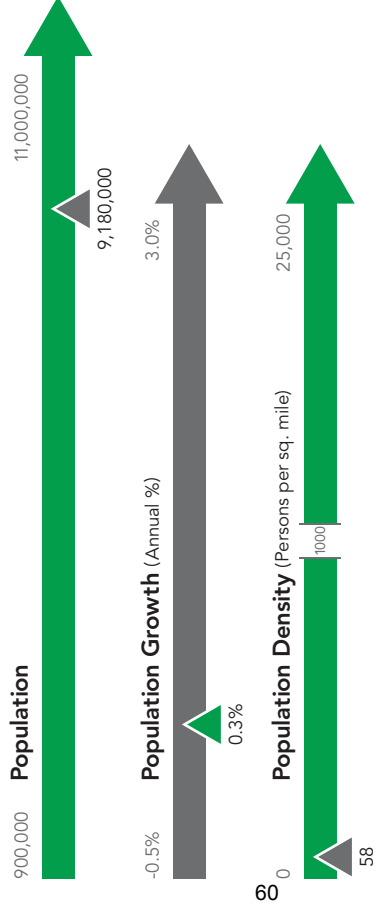
**Typical Housing:**  
Single Family

**Median Value:**  
\$134,000  
US Median: \$177,000



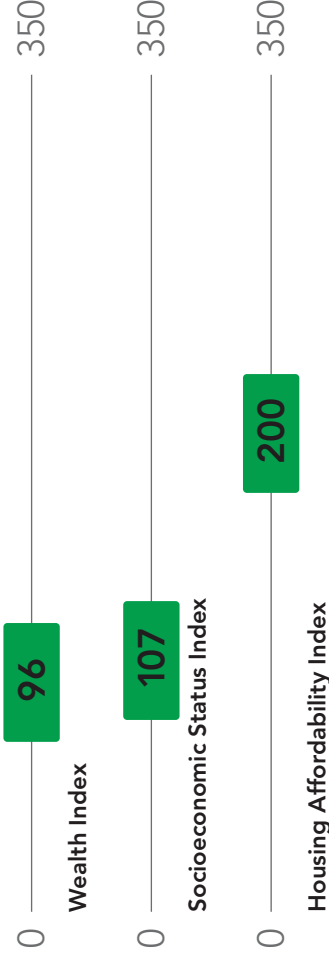
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# LifeMode Group: Family Landscapes Soccer Moms

4A

Households: 3,327,000

Average Household Size: 2.96

Median Age: 36.6

Median Household Income: \$84,000

## WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

## OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s (Index 253), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74% (Index 163), and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).

## SOCIOECONOMIC TRAITS

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).

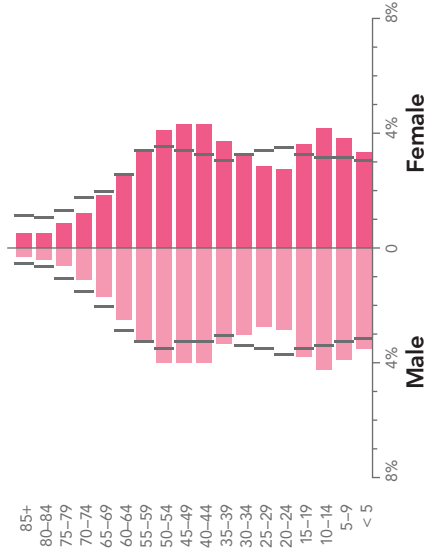


## AGE BY SEX

(Esri data)

Median Age: **36.6** US: 37.6

Indicates US

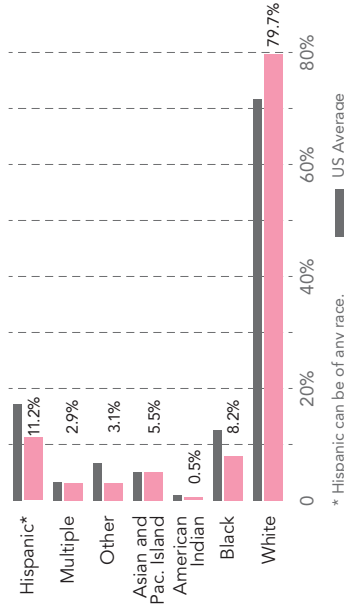


## RACE AND ETHNICITY

(Esri data)

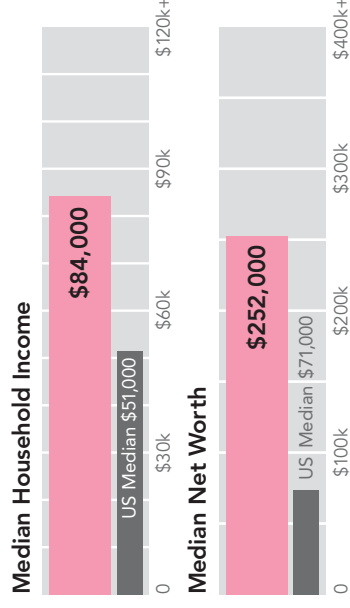
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **48.3** US: 62.1



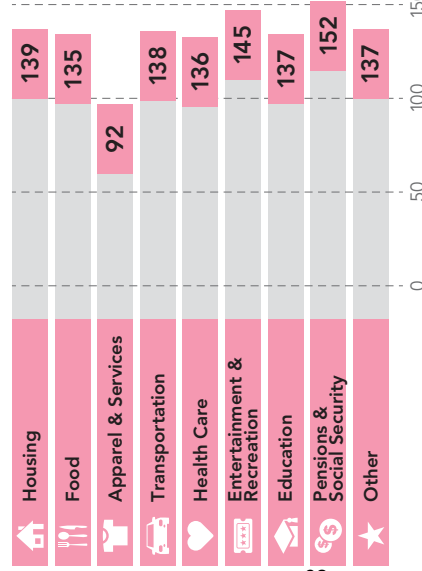
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



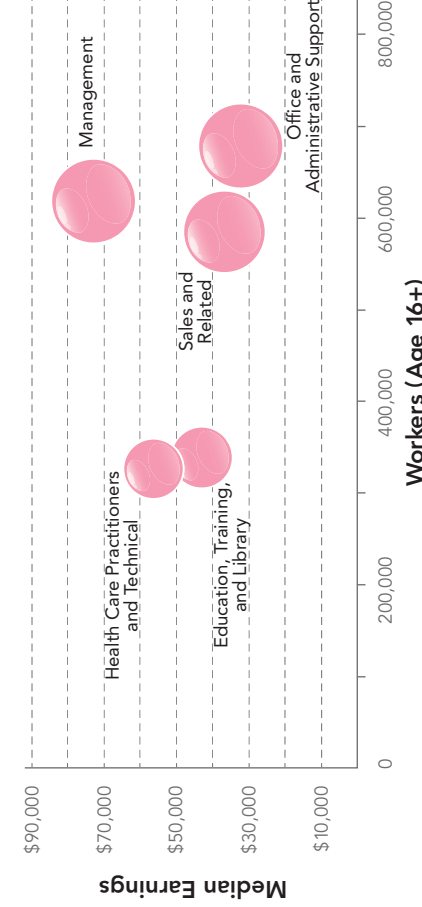
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

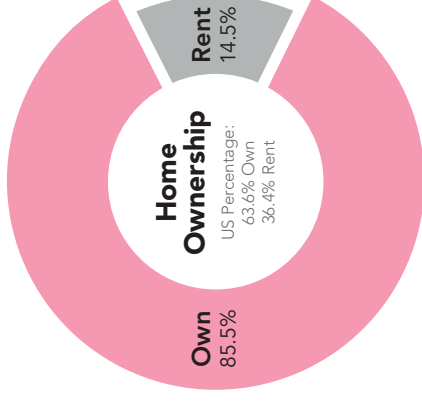
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



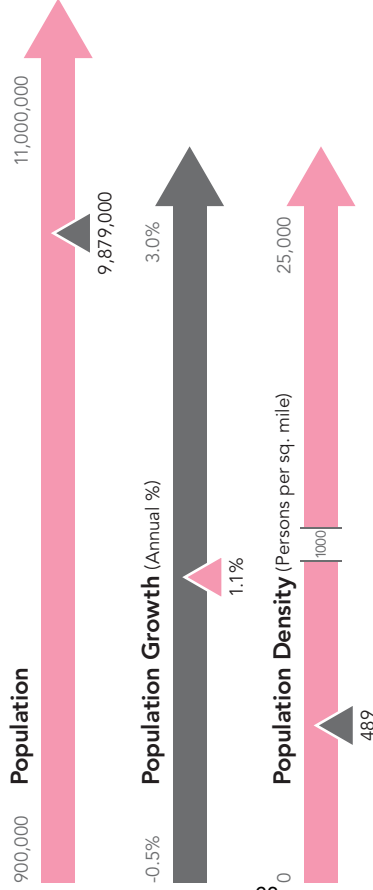
**Typical Housing:**  
Single Family

**Median Value:**  
\$226,000  
US Median: \$177,000



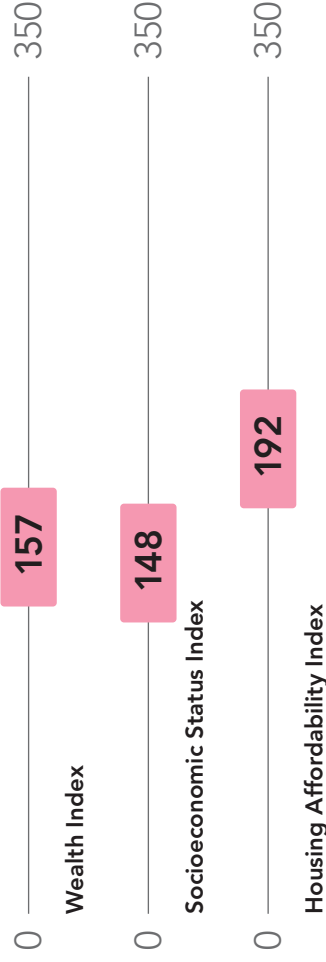
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# LifeMode Group: Rustic Outposts Southern Satellites

10A

Households: 3,775,000

Average Household Size: 2.65

Median Age: 39.7

Median Household Income: \$44,000

## WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

## OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).

## SOCIOECONOMIC TRAITS

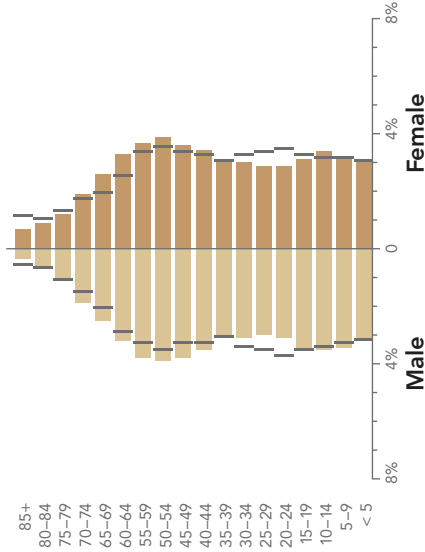
- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

## AGE BY SEX

(Esri data)

Median Age: **39.7** US: 37.6

Indicates US

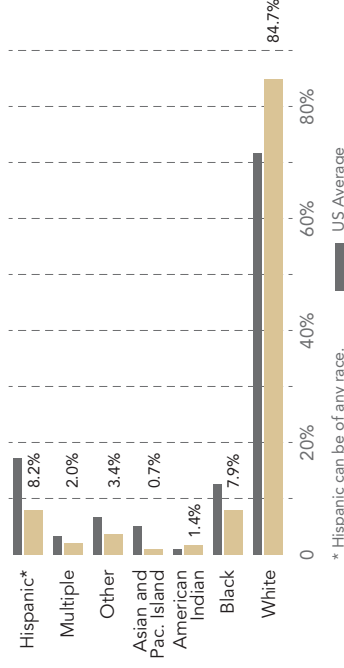


## RACE AND ETHNICITY

(Esri data)

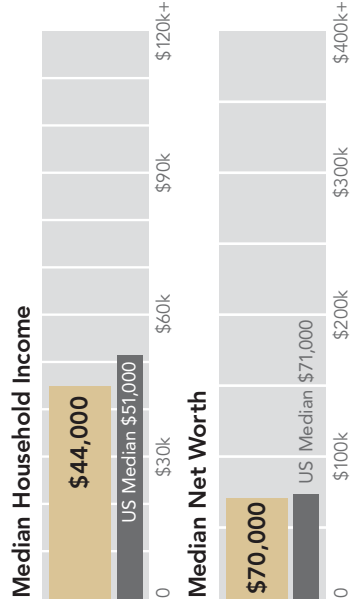
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **38.6** US: 62.1



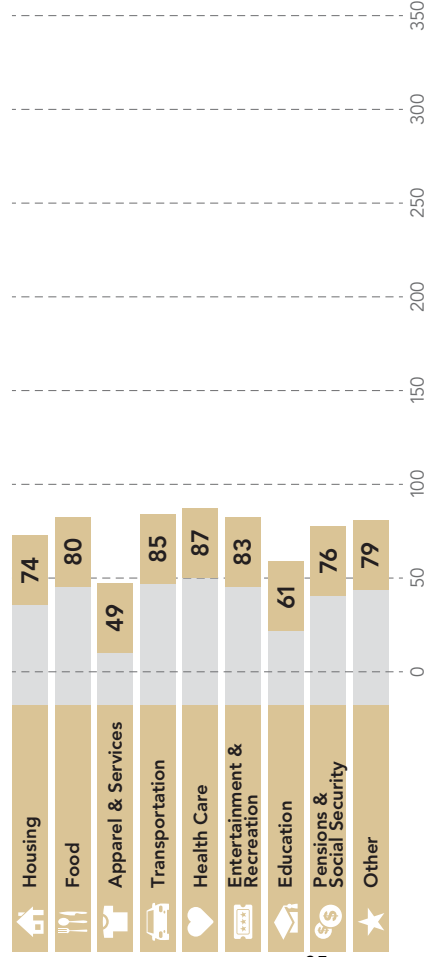
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



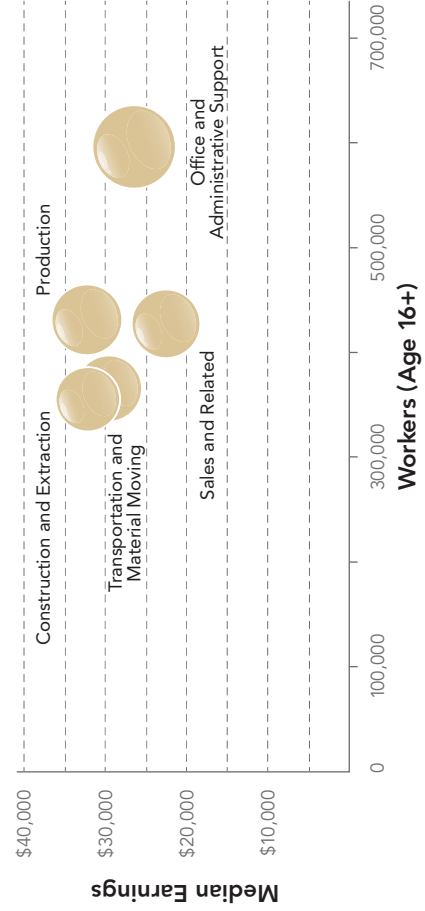
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



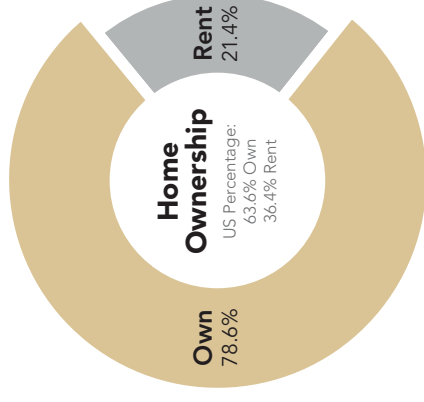
### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

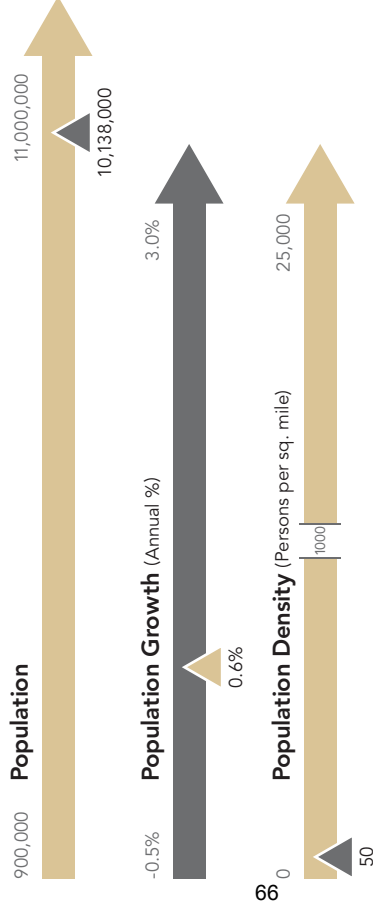
\$119,000

US Median: \$177,000



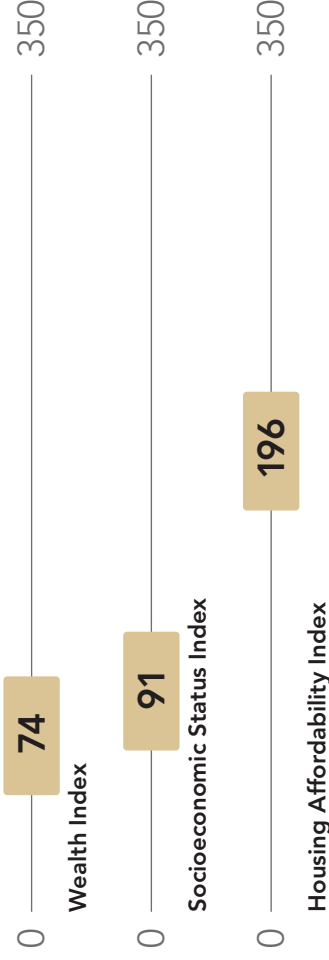
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





# Traditional Living

Households: 2,369,000

Average Household Size: 2.50

Median Age: 34.8

Median Household Income: \$37,000

12B



## WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

## OUR NEIGHBORHOOD

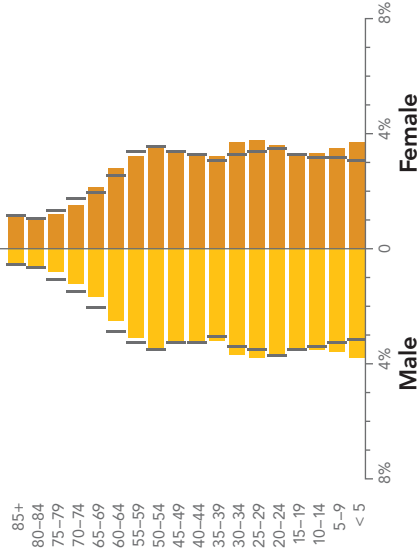
- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter (Index 88).
- Households have one or two vehicles.

## SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.

## AGE BY SEX (Esri data)

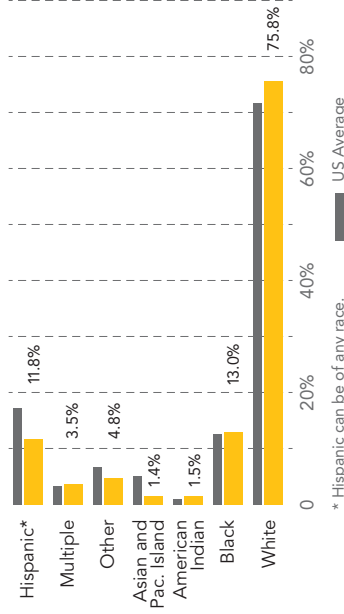
**Median Age: 34.8** US: 37.6  
I Indicates US



## RACE AND ETHNICITY (Esri data)

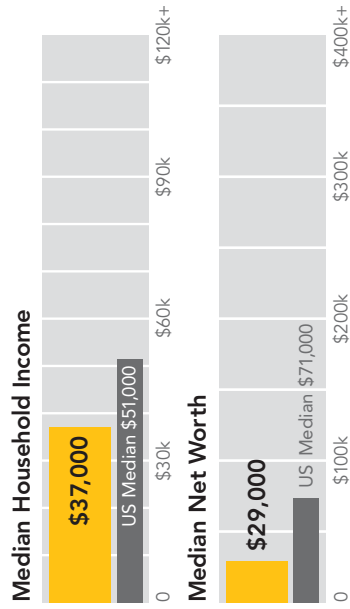
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 53.1** US: 62.1



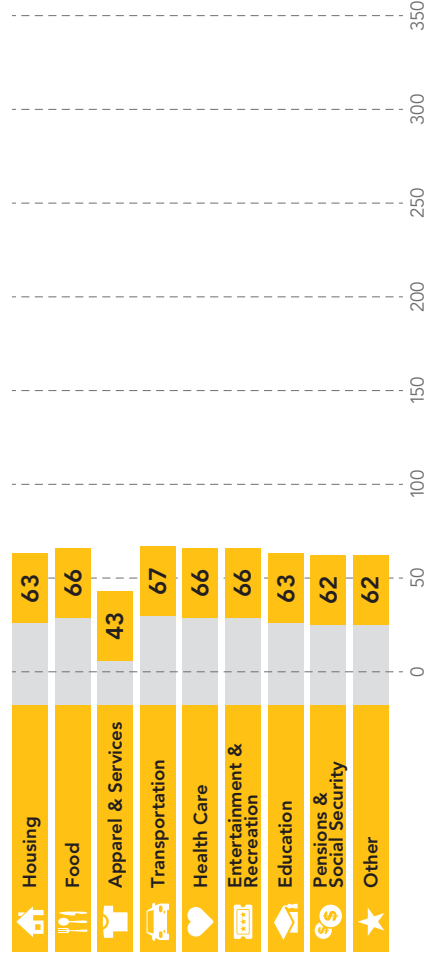
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



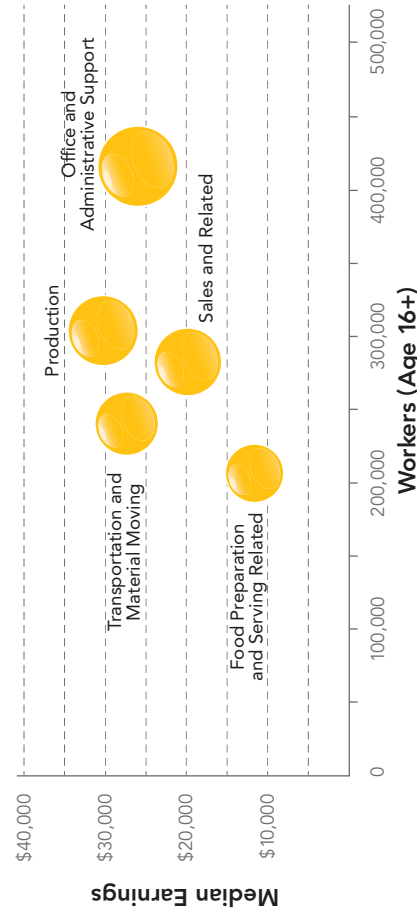
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

## HOUSING

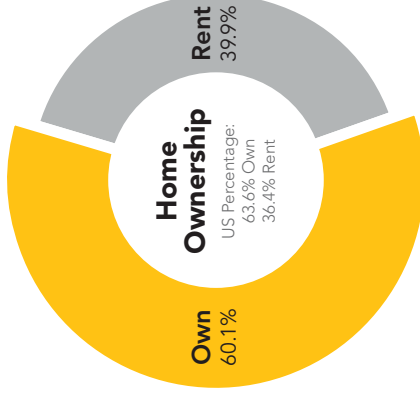
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

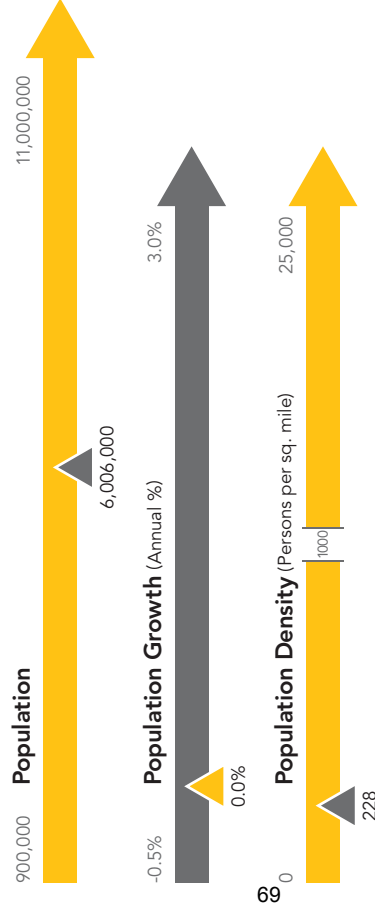
**Median Value:**  
\$79,000

US Median: \$177,000



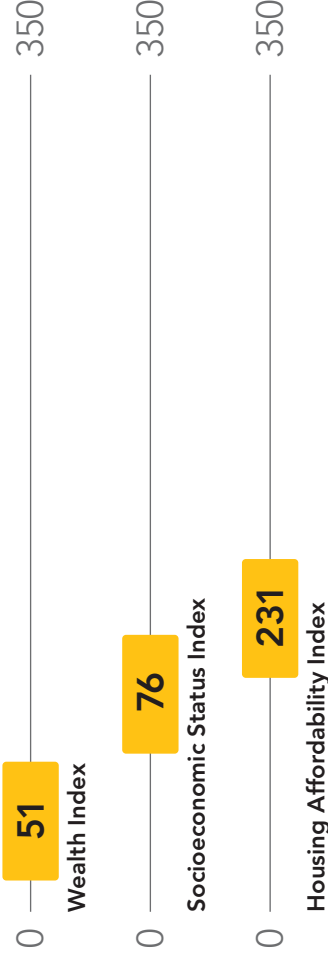
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







LifeMode Group: Ethnic Enclaves

# Up and Coming Families

7A

Households: 2,562,000

Average Household Size: 3.10

Median Age: 30.7

Median Household Income: \$64,000

## WHO ARE WE?

*Up and Coming Families* is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

## OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 116).

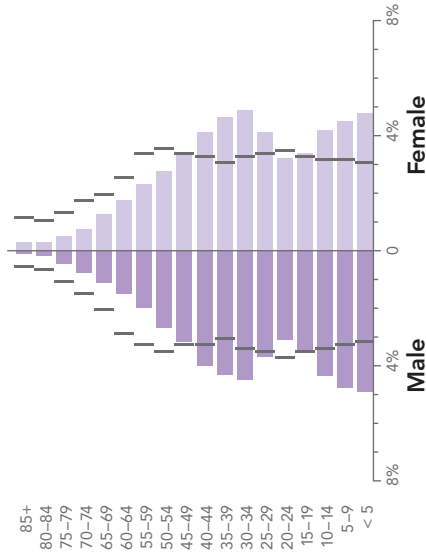
## SOCIOECONOMIC TRAITS

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).
- Most households (63%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

## AGE BY SEX (Esri data)

**Median Age: 30.7** US: 37.6

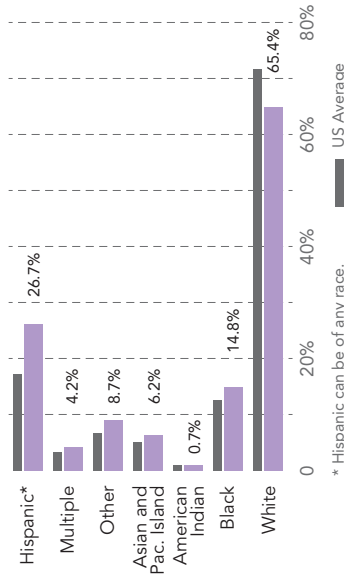
Indicates US



## RACE AND ETHNICITY (Esri data)

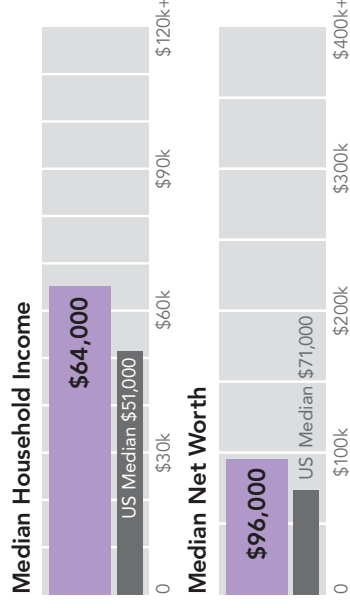
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 72.4** US: 62.1



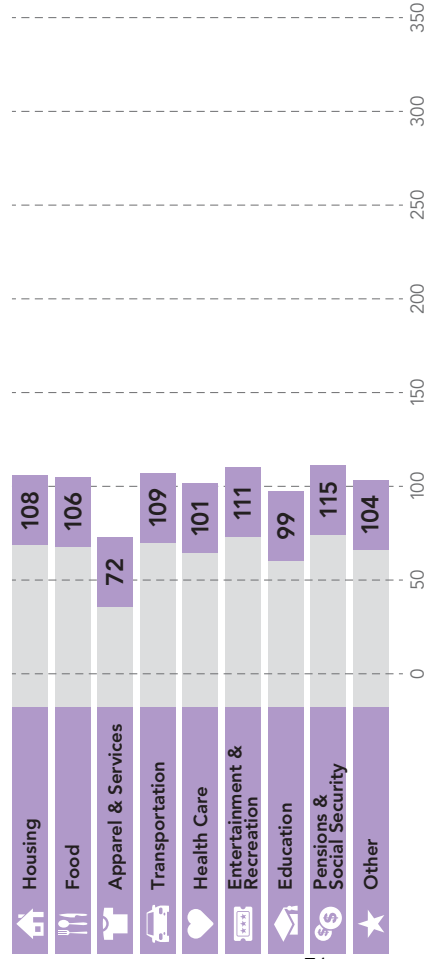
## INCOME AND NET WORTH

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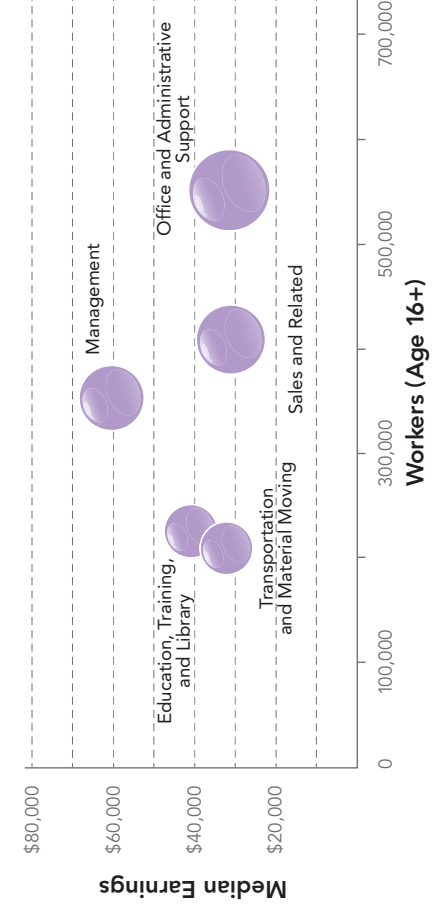
## AVERAGE HOUSEHOLD BUDGET INDEX

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## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



## Up and Coming Families

**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

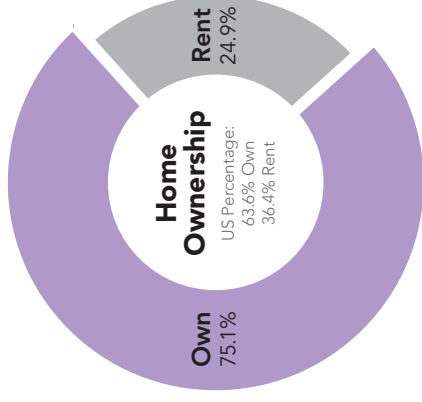
**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

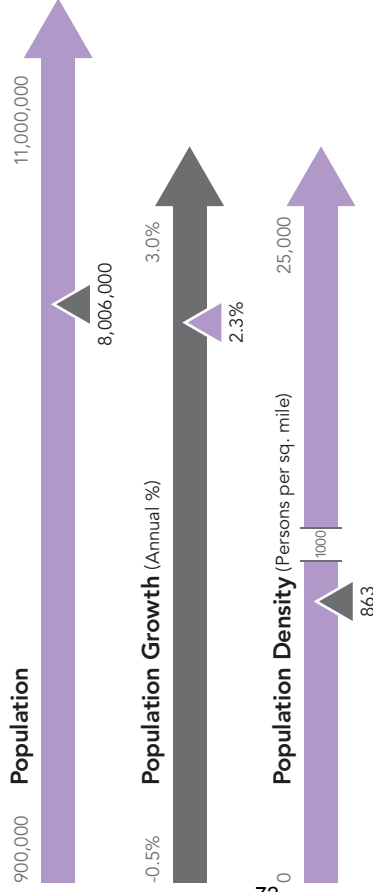


**Typical Housing:**  
Single Family

**Median Value:**  
\$174,000  
US Median: \$177,000

**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

